

## 10

JUL. 18-24, 1988

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

# PERMISSIBLE USES

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
DAY	TIME	DUR	NET #STNS	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN		18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.				
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-
EVENING CONT'D																											
CAMPAIGN'88: CONVENTION-M-CONT'D																											
MON 9.00P 139 CBS																											
210 99 P																											
DEMOCRATIC-MONDAY																											
9.00 - 9.30																											
9.30 - 10.00																											
10.00 - 10.30																											
10.30 - 11.00																											
11.00 - 11.30																											
CAMPAIGN'88: CONVENTION-TU(S)																											
TUE 9.00P 203 CBS																											
210 99 P																											
DEMOCRATIC-TUESDAY																											
9.00 - 9.30																											
9.30 - 10.00																											
10.00 - 10.30																											
10.30 - 11.00																											
11.00 - 11.30																											
11.30 - 12.00																											
12.00 - 12.30																											
CAMPAIGN'88: CONVENTION-WED(S)																											
WED 9.00P 178 CBS																											
211 99 P																											
DEMOCRATIC-WEDNESDAY																											
9.00 - 9.30																											
9.30 - 10.00																											
10.00 - 10.30																											
10.30 - 11.00																											
11.00 - 11.30																											
11.30 - 12.00																											
CAMPAIGN'88: CONVENTION-TH(S)																											
THU 8.00P 223 CBS																											
211 99 P																											
DEMOCRATIC-THURSDAY																											
8.00 - 8.30																											
8.30 - 9.00																											
9.00 - 9.30																											
CONT'D																											

# PERMISSIBLE USES

## 14 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL			WORKING	LOH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
								PERS	WOMEN		18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
								(2+)	18+		49	<3	W/CH	34	49	54	64	55+	34	49	54	64	55+	12-	12-	2-	6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PERMISSIBLE USES

16

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN									
								PERS	WOMEN		18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.									
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-						
EVENING CONT'D										A	8.7	17	771	1458	215	153	50A	747	132	304	313	350	397	602	145	289	286	286	271	49A	16V	59A	31
DECISION '88-DEM CONV-TUE(S)										A	7.8	15	691	1428	230	151	62A	785	134	289	300	354	439	544	121	221	216	237	282	48A	11V	51A	23V
TUE 9.00P 189 NBC										A	8.0	14	709	1458	239	160	53A	786	127	289	318	351	433	575	136	258	257	262	272	46A	13V	50A	19V
204 99 P										A	8.1	15	718	1437	231	155	49A	741	109	272	295	342	416	587	132	272	264	279	274	44A	12V	65A	25A
9.00 - 9.30										A	8.6	16	762	1442	192	132	48A	712	113	285	296	350	382	629	140	308	308	316	278	37A	10V	64A	33A
9.30 - 10.00										A	10.4	20	921	1521	199	147	50A	757	150	332	334	357	382	653	159	327	331	319	279	54A	22A	57A	36A
10.00 - 10.30										A	9.5	20	842	1492	213	169	42A	729	151	338	327	348	362	636	175	337	323	298	261	64A	25A	63A	40A
10.30 - 11.00										A	7.1	17	629	1457	229	191	37A	767	150	365	359	374	373	553	147	291	295	273	228	56A	26A	81A	52A
11.00 - 11.30										A	6.6	13	585	1495	245	174	58A	749	165	314	318	320	388	601	179	281	254	237	284	69A	30A	76A	56A
11.30 - 12.00										A	5.3	10	470	1458	232	177	76A	764	172	301	303	295	412	565	175	251	230	195	293	49A	14V	80A	59A
DECISION '88-DEM CONV-WED(S)										A	5.6	10	496	1488	235	168	76A	777	144	288	318	325	435	572	143	245	237	229	297	63A	24V	77A	53A
WED 9.00P 168 NBC										A	6.4	12	567	1487	239	167	57A	743	148	300	303	318	403	598	159	267	242	247	292	74A	32A	72A	52A
204 99 P																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00										A	7.1	13	629	1498	258	183	53A	735	163	312	315	327	374	613	199	301	258	232	276	76A	39A	74A	54A
11.00 - 11.30										A	8.3	17	735	1560	257	178	47A	764	197	350	338	323	368	636	192	306	278	266	287	79A	37A	82A	63A
11.30 - 12.00										A	6.6	15	585	1533	259	182	44A	755	162	347	348	352	360	643	219	331	289	256	275	64A	24V	72A	54A
DECISION '88-DEM CONV-THU(S)										A	8.0	15	709	1474	239	174	64A	763	163	331	342	351	372	574	162	288	269	259	247	62A	18V	75A	46A
THU 9.00P 157 NBC																																	
205 99 P																																	
9.00 - 9.30										A	7.2	14	638	1449	255	206	75A	772	219	382	371	325	338	490	157	238	193	185	228	83A	33A	103	48A
9.30 - 10.00										A	7.1	14	629	1447	216	156	72A	735	158	315	322	323	371	580	173	266	237	237	269	53A	18V	78A	38A
10.00 - 10.30										A	8.1	15	718	1491	217	158	64A	772	151	310	317	338	407	591	162	294	276	265	257	51A	12V	77A	46A
10.30 - 11.00										A	8.6	16	762	1503	223	154	53A	758	135	299	319	355	393	610	153	314	317	308	250	61A	14V	74A	54A
11.00 - 11.30										A	9.1	18	806	1463	265	191	61A	765	159	344	368	385	353	585	164	307	295	282	237	60A	16V	53A	44A
11.30 - 12.00										A	7.9	18	700	1465	288	195	61A	776	152	356	392	421	341	564	174	306	287	254	216	74A	16V	51A	47A
DIRTY DOZEN(R)										A	1.4	3	124	1397	246A	128V	66V	669	149A	268A	270A	372A	332A	535	110V	242A	316A	329A	193A	68V	24V	126V	40V
SAT 9.00P 60 FOX										B	1.5	3	135	1501	235	162A	56A	581	186A	304	282	289	236	642	211A	373	362	334	204A	114A	46V	163A	109A
118 81 A 12										C	2.1	4	185	1536	206	161	60A	540	168	320	314	272	178	704	240	434	404	364	217	135A	54A	158	108A
9.00 - 9.30										A	1.5	3	133	1438	198A	97V	63V	653	150A	270A	257A	351A	318A	522	122V	242A	326A	304A	175A	92V	42V	171A	57V
9.30 - 10.00										A	1.3	3	115	1350	300A	163A	69V	687	148A	267A	285A	397A	347A	550A	97V	241A	306A	357A	214A	41V	<<	73V	22V
DISNEY SUNDAY MOVIE(R)										A	5.4	12	478	1707	258	193	70A	660	256	399	338	272	221	640	244	439	411	303	174	99A	50A	308	165
SUN 7.00P 60 ABC										B	5.4	12	476	1657	234	181	77	625	222	354	321	277	232	584	222	372	344	274	175	111	46A	337	206
215 99 FF 38										C	9.4	16	831	1967	270	226	100	704	278	476	427	322	190	587	240	427	399	289	121	195	96	482	307
YOUNG HARRY HOUDINI, PT.2																																	
CONT'D																																	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET #STNS	CVG% TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				WOMEN					MEN					TEENS		CHILDREN								
									PERS		WOMEN	18-49	LOH	18-49	18-49	25-34	35-44	45-54	55-64	18-49	18-49	25-34	35-44	45-54	55-64	TOT.	FEM.	TOT.	FEM.				
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-11	6-11				
EVENING CONT'D																																	
DISNEY SUNDAY MOVIE(R)-CONT'D																																	
7.00 - 7.30										A	4.9	11	434	1682	245	178	70^	659	247	390	327	268	228	637	233	433	392	301	180	93^	52^	293	153
7.30 - 8.00										A	5.8	13	514	1757	273	210	71^	673	267	413	353	280	219	654	257	451	434	310	172	105^	49^	325	177
DIVIDED WE STAND(S)										A	4.8	9	425	1587	361	248	51^	871	285	422	404	314	393	482	170	265	263	198	186	82^	53^	153	100^
THU 8.00P 60 ABC										A	4.4	9	390	1581	341	228	49^	873	285	401	389	312	412	480	166	258	257	193	195	64^	43^	164	110^
197 91 GD										A	5.2	10	461	1593	378	265	54^	869	285	440	417	316	376	483	174	271	267	201	179	96^	61^	143	91^
DOWN DELAWARE ROAD(S)										A	5.8	11	514	1573	285	236	84^	731	263	437	370	329	245	556	243	365	316	220	164	113^	54^	172	133
WED 8.00P 60 NBC										A	5.8	11	514	1566	287	231	80^	741	242	424	375	348	266	570	229	363	330	243	174	103^	53^	152	123^
206 99 GD										A	5.8	11	514	1580	284	240	89^	722	284	450	365	310	225	543	256	367	302	197	154	124	55^	191	144
DUET(R)										A	3.0	5	266	1564	245	221^	127^	626	303	455	330	234^	156^	576	283	422	327	192^	123^	147^	87^	215^	134^
SUN 10.00P 30 FOX										B	3.1	6	278	1532	280	243	107^	635	304	473	375	273	126^	542	267	415	330	218	94^	178	115^	178	101^
124 85 CS										C	3.1	6	278	1532	280	243	107^	635	304	473	375	273	126^	542	267	415	330	218	94^	178	115^	178	101^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.



# PERMISSIBLE USES

20

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
									(2+)	18+		49	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
#STNS	CVG%	TYPE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PERMISSIBLE USES

22

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN									
								PERS	WOMEN			18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOTAL	12-	12-	2-	6-								
#STNS	CVG%	TYPE						(2+)	18+	49	<3																						
EVENING CONT'D																																	
GARRY SHANDLING SHOW										A	4.0	8	354	1622	274	251	147^	656	317	455	352	241	180	556	291	446	342	219	104^	134^	54^	276	191
SUN 9.00P 30 FOX 4										B	4.0	8	354	1651	278	245	112	656	325	459	350	239	169	576	336	475	332	199	87	163	71^	256	175
124 85 CS 21										C	4.3	7	378	1666	279	248	93	631	329	467	362	223	139	592	338	487	360	218	80	195	96	248	174
GOLDEN GIRLS(R)										A	15.6	33	1382	1576	282	204	59	860	226	407	353	357	405	382	105	188	161	157	178	142	80	192	146
SAT 9.00P 30 NBC 4										B	15.9	34	1407	1567	285	213	67	843	238	410	364	344	386	413	113	199	185	182	186	121	74	190	138
208 99 CS 44										C	20.4	37	1807	1691	309	226	69	881	239	415	390	372	409	465	138	236	224	206	197	135	85	210	146
GROWING PAINS(R)										A	10.1	20	895	1638	337	287	81	742	347	508	426	267	197	426	213	291	262	157	97	191	125	279	202
WED 8.00P 30 ABC 4										B	12.2	24	1079	1607	290	250	94	721	352	501	395	253	180	429	234	306	240	147	88	184	118	273	191
197 93 CS 20										C	14.8	27	1314	1658	302	256	100	717	335	495	406	268	184	438	222	318	266	168	90	215	124	288	190
HEAD OF THE CLASS(R)										A	9.8	19	868	1681	327	273	60^	711	334	480	408	258	180	462	239	328	276	176	102	180	126	328	237
WED 8.30P 30 ABC 3										B	11.7	23	1034	1638	321	276	93	714	349	508	415	266	164	439	241	324	265	153	83	199	128	286	206
204 95 CS 38										C	15.6	26	1381	1701	320	271	105	725	340	502	427	276	181	467	234	348	299	187	91	216	119	292	193
HEART AND SOUL(S)										A	12.9	25	1143	1656	309	274	110	764	322	534	446	324	195	469	223	336	260	189	112	212	124	211	142
THU 8.30P 30 NBC 3																																	
208 97 GD																																	
HOTEL(R)										A	5.7	12	505	1465	245	151	70^	786	239	395	365	348	312	472	186	309	281	218	130	55^	37^	151	124^
SAT 10.00P 60 ABC 3										B	5.6	12	499	1418	302	198	68^	806	238	392	375	353	334	441	164	258	238	200	146	48^	31^	124	91
206 97 GD 4										C	5.6	12	492	1433	306	199	68	815	229	389	382	364	350	445	162	259	239	200	148	53^	35^	120	87
10.00 - 10.30										A	5.4	11	478	1484	239	144	74^	798	244	404	365	351	319	478	197	319	283	213	132^	62^	41^	146	124^
10.30 - 11.00										A	5.9	13	523	1471	256	160	67^	788	238	393	372	352	311	475	179	305	285	227	131	50^	34^	158	127
HUNTER(R)										A	15.3	33	1356	1557	266	193	76	758	193	381	367	377	327	540	146	274	272	264	223	121	48	138	94
SAT 10.00P 60 NBC 4										B	14.5	31	1287	1620	280	211	72	781	218	404	378	367	329	563	155	296	290	282	221	121	58	154	106
207 99 OP 20										C	14.5	29	1281	1657	292	219	69	799	223	424	396	384	324	545	155	288	279	278	216	140	79	167	116
10.00 - 10.30										A	15.3	33	1356	1576	274	203	80	780	213	405	382	377	326	535	147	276	269	261	219	115	44^	146	96
10.30 - 11.00										A	15.3	33	1356	1538	257	182	72	735	173	357	353	376	328	546	146	273	274	268	228	127	53	130	93
MARRIED DORA(R)										A	9.9	20	877	1591	303	234	82	765	272	437	367	317	275	427	143	252	242	191	139	130	97	269	199
FRI 9.30P 30 ABC 4										B	9.6	20	851	1557	285	219	96	783	270	423	360	306	316	399	142	234	213	170	139	125	84	250	171
200 94 CS 9										C	9.1	18	805	1561	275	209	95	789	256	413	362	306	314	419	157	248	226	175	142	124	86	249	164
JAKE AND THE FATMAN(R)										A	8.9	17	789	1509	259	175	48^	846	128	332	356	418	455	532	116	205	208	244	279	37^	11^	94	63^
WED 8.00P 60 CBS 4										B	9.3	18	826	1523	265	184	57	837	140	339	356	404	436	526	112	224	221	242	261	59	21^	101	65
184 89 OP 7										C	9.6	19	852	1518	268	191	55	829	147	347	361	404	419	525	109	221	229	252	261	63	27^	101	65
8.00 - 8.30										A	8.5	17	753	1515	258	171	49^	857	124	326	352	417	471	534	110	198	201	240	289	34^	10^	90	61^
8.30 - 9.00										A	9.3	18	824	1503	260	178	46^	837	132	339	360	418	440	531	121	212	215	247	270	39^	12^	97	64^
KATE & ALLIE(R)										A	5.9	14	523	1376	297	215	50^	771	193	366	334	340	359	457	127	212	204	190	219	55^	34^	93^	54^
SAT 8.00P 30 CBS 2										B	6.2	15	549	1438	284	211	65^	804	229	392	348	334	363	468	137	226	219	202	212	56^	31^	111	67^
210 99 CS 2										C	6.2	15	549	1438	284	211	65^	804	229	392	348	334	363	468	137	226	219	202	212	56^	31^	111	67^
MACGYVER(R)										A	7.0	14	620	1651	217	175	46^	616	175	381	346	318	202	642	197	412	395	343	196	122	50^	271	182
CONT'D																																	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 6.

# PERMISSIBLE USES

## 24 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
									PERS			WOMEN	18-	18-	25-	35-	35+	TOTAL	18-	18-	25-	35-	35+	TOT.	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
									(2+)		18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.





# PERMISSIBLE USES

28

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
									PERS		WOMEN	18- 49		18- W/CH	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PERMISSIBLE USES

30

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME											HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	JUL. 18-24, 1988			
DAY	TIME	DUR	NET	NO. OF	K E Y	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN	LOH 18-49	18- W/CH	W O M E N					M E N					T E E N S		C H I L D R E N									
#STNS	CVG%	TYPE	T/C						(2+)	18+	49	<3	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.										
																					12	12-	2-	6-										
																					17	17	11	11										
EVENING CONT'D					A	6.2	12	549	1470	311	253	61^	694	223	412	404	353	237	549	187	309	291	240	193	118	40^	109^	72^						
WHY ON EARTH?(S)-CONT'D					A	7.7	14	682	1553	312	264	91^	683	284	467	428	313	168	569	245	363	326	227	163	126	49^	175	102						
8.00 - 8.30																																		
8.30 - 9.00																																		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

# PERMISSIBLE USES

32

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN		W O M E N					M E N					T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
									18- 49		TOTAL	18- 34	18- 49	25 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	12- 17	12- 17	TOT. 14	TOT. 2-6	MALE FEM.	MALE FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
EARLY EVENING NEWS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														</

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

34 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																						
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S																						
									TOTAL PERS	18- 18+	25- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17																			
																						(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17						
LATE FRINGE																																															
ABC NEWS:NIGHTLINE					A	4.4	13	393	1330	301	194	225	68^	702	158	311	294	383	338	56^	532	174	281	249	321	299	19v	17v																			
MON 11.46P					B	4.8	14	426	1384	239	170	177	69	696	170	321	303	358	321	63	573	174	309	283	339	314	25^	24^																			
FRI 11.30P					C	5.4	16	478	1392	252	181	188	67	714	182	355	337	394	356	64	575	182	323	299	356	330	25^	22^																			
ABC NEWS:NIGHTLINE-MON					A	3.1	12	275	1322	211^	116^	125^	82^	652	164^	226^	203^	277	217^	71^	621	191^	311	277	384	348	20v	2v																			
MON 12.00M					B	3.1	12	275	1322	211^	116^	125^	82^	652	164^	226^	203^	277	217^	71^	621	191^	311	277	384	348	20v	2v																			
206 98					C	4.1	17	359	1390	248	160	163	99	684	183	316	286	348	293	73^	606	185	327	294	374	346	27^	18v																			
12.00 - 12.30					A	3.5	12	310	1330	214	114^	127^	83^	649	165^	232	206	277	221	66^	633	184^	321	286	389	358	20v	<<																			
12.30 - 1.00					A	2.5	11	222	1246	194^	118^	115^	77^	632	155^	200^	188^	264^	198^	80^	568	201^	272^	242^	355	307	21v	7v																			
ABC NEWS:NIGHTLINE-TUE					A	3.8	16	337	1541	240	172^	171^	132^	773	226	405	387	453	355	106^	619	240	415	399	438	378	39v	33v																			
TUE 12.33A					B	4.2	15	373	1471	244	182	179	105^	685	192	360	347	400	331	89^	654	210	390	363	427	383	43^	35^																			
203 98					C	4.3	19	379	1341	230	154	167	56^	653	164	328	314	371	336	72^	597	186	345	320	383	356	29^	15v																			
12.30 - 1.00					A	3.9	16	346	1542	239	170^	171^	129^	769	226	404	388	456	360	111^	626	254	423	406	446	382	38v	33v																			
1.00 - 1.30					A	3.5	17	310	1502	235	176^	166^	145^	772	218	397	373	427	324	79^	575	178^	370	359	394	349	43v	33v																			
ABC NEWS:NIGHTLINE-WED					A	3.5	12	310	1349	186^	113^	145^	47v	674	141^	259	255	320	277	48v	564	173^	323	299	359	353	37v	11v																			
WED 12.05A					B	3.5	12	310	1349	186^	113^	145^	47v	674	141^	259	255	320	277	48v	564	173^	323	299	359	353	37v	11v																			
210 99					C	4.2	17	371	1359	224	161	168	54^	659	141	305	290	336	305	49^	594	184	334	314	374	359	25^	18v																			
12.00 12.30					A	3.6	12	319	1357	185^	114^	144^	46v	674	144^	261	258	324	280	49v	569	177^	329	303	364	359	38v	10v																			
12.30 - 1.00					A	3.0	12	266	1305	193^	103^	152^	51v	670	128^	247	237^	295	254	44v	533	146^	292	275	332	318	35v	14v																			
ABC NEWS:NIGHTLINE-THU					A	3.0	11	266	1313	272	180^	201^	92^	668	145^	269	250	322	269	48v	555	209^	369	355	395	373	18v	37v																			
THU 12.09A					B	3.0	11	266	1313	272	180^	201^	92^	668	145^	269	250	322	269	48v	555	209^	369	355	395	373	18v	37v																			
209 98					C	3.4	14	302	1370	226	154	167	49^	666	130	282	266	320	293	54^	629	207	355	330	388	369	15v	13v																			
12.00 - 12.30					A	3.3	12	292	1358	274	191^	208^	100^	696	159^	298	271	343	291	60^	558	210^	369	352	394	367	24v	44v																			
12.30 1.00					A	2.7	11	239	1211	262^	159^	185^	78^	609	119^	219^	212^	280	229^	30v	536	201^	360	351	387	372	8v	25v																			
ABC WEEKEND REPORT-SAT.					A	1.9	6	168	1291	226^	178^	181^	22v	569	168^	316^	313^	337^	318^	83v	613	302^	425	423	466	412	29v	18v																			
SAT 11.30P					B	1.7	5	146	1367	323	233	234	81^	690	222	364	349	422	360	82^	531	214	333	315	360	314	30v	26v																			
138 76					C	2.0	6	175	1418	306	225	229	80^	713	200	388	366	431	389	77^	547	196	333	310	373	335	23v	42^																			
ABC WEEKEND REPORT SUN.					A	1.4	8	124	1272	124v	74v	101v	<<	519	165^	314^	313^	353^	353^	19v	703	272^	549	545	612	595	5v	<<																			
SUN 12.00M					B	2.0	10	173	1430	230	181	173^	101^	675	270	439	423	475	412	56^	619	247	440	418	455	423	13v	29v																			
144 80					C	2.1	9	190	1376	256	202	207	69^	658	200	375	363	425	383	71^	588	219	391	369	432	402	34v	28v																			
CBS LATE NIGHT I					A	2.6	11	235	1440	315	241	261	84^	692	213	399	377	446	409	133^	568	220	374	346	390	319	66^	37^																			
MON 11.50P					B	3.4	13	298	1483	317	240	248	96	726	222	426	395	453	414	114	551	224	357	325	370	315	57^	45^																			
166 83					C	3.6	14	321	1381	281	215	220	83	730	216	406	379	431	392	82	521	189	328	307	353	311	33^	30^																			
TUE 12.53A																																															
WED 12.28A																																															
THU 12.15A																																															
FRI 11.30P																																															
CONT'D																																															

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.





## PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)		WORKING WOMEN					W O M E N					M E N					T E E N S							
											18- 18+	25- 49	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17					
LATE FRINGE CONT'D										A	0.7^	13^	62^	1445	370^	200v	306^	151v	763^	246v	458^	351^	457^	457^	44v	410^	135v	235v	235v	259v	259v	44v	139v
CBS NEWS NIGHTWATCH-3(B) SUN 5.30A 30 CBS N 59 58										A	2.5	5	222	1323	307	197^	190^	61v	773	102^	297	278^	342	312	23v	506	138^	275^	271^	306	297	11v	16v
CBS SUNDAY NEWS SUN 11.30P 15 CBS N 44 116 61										B	3.0	7	261	1462	263	174	184	49^	750	113^	305	290	356	336	61^	577	118	269	263	316	296	60^	16v
DAVID LETTERMAN I MON 12.41A 30 NBC 19 205 99 GV 213										C	3.2	7	283	1472	284	201	207	54^	804	160	373	359	405	373	56^	572	135	288	275	321	295	29^	16v
TUE 12.39A 30										A	3.3	16	294	1336	231	199	185	106^	549	222	378	347	376	330	206	521	296	397	361	389	282	107^	56^
WED 1.18A 30										B	3.9	18	343	1351	232	202	183	120	563	247	401	357	385	342	207	516	303	405	358	380	291	123	61^
THU 1.07A 30										C	3.9	19	346	1373	273	232	206	119	650	276	443	401	436	380	167	573	324	449	398	427	343	55^	40^
FRI 12.30A 30																																	
12.30 - 1.00										A	3.5	15	313	1431	238	205	195	107^	597	220	409	373	404	360	200	558	296	423	391	424	318	113^	60^
1.00 - 1.30										A	3.1	17	277	1227	214	185	167	101^	479	213	332	306	332	287	207	473	280	357	317	340	240	115	52^
1.30 - 2.00										A	3.2	21	287	1237	240	202	187	108^	534	239	372	346	376	325	214	496	324	390	351	372	254	71^	51^
DAVID LETTERMAN II MON 1.11A 30 NBC 19 205 99 GV 213										A	2.7	17	239	1309	210	187	174	112^	512	232	377	346	368	321	246	519	333	409	359	380	258	116^	60^
TUE 1.09A 30										B	3.2	19	287	1355	226	202	179	132	555	263	414	362	388	342	232	518	329	415	360	379	274	128	63^
WED 1.48A 30										C	3.2	19	284	1358	271	234	202	126	631	289	448	404	434	373	184	581	356	470	414	443	347	55^	39^
THU 1.37A 30																																	
FRI 1.00A 30																																	
1.00 - 1.30										A	2.9	16	260	1411	217	189	185	122^	553	248	408	372	401	349	246	544	341	435	386	412	295	131^	64^
1.30 - 2.00										A	2.5	17	224	1191	198	177	165	93^	449	205	324	301	319	283	242	485	317	378	329	345	223	112^	56^
2.00 - 2.30										A	2.4	19	217	1230	213	199^	157^	120^	512	239	389	356	362	307	253	506	342	386	334	351	212	75^	55^
FRIDAY NIGHT VIDEOS FRI 1.30A 60 NBC 4 174 96 PC 43										A	2.0	14	177	1373	159^	158^	145^	133^	509	277^	413	385	402	338^	260^	449	331^	403	352^	373	247^	133^	100^
1.30 - 2.00										B	2.3	16	204	1320	215	196	156	140^	544	279	414	384	404	331	228	440	298	384	318	329	238	120^	91^
2.00 - 2.30										C	2.6	17	231	1407	262	235	194	167	594	326	465	412	437	355	230	566	399	487	405	429	335	103^	63^
										A	2.2	14	195	1424	177^	175^	163^	146^	549	306^	463	430	446	372	260^	473	317^	422	370	393	276^	131^	99^
										A	1.9	15	168	1243	130^	130^	117^	112^	437	229^	335^	313^	329^	281^	245^	397	329^	360^	313^	331^	201^	129^	96v
MICHAELS SPORTS MACHINE SUN 11.30P 15 NBC 4 81 55 SC 45										A	2.2	6	195	1256	179^	125^	138^	71v	580	131^	340	333	375	331	81v	501	155^	359	328	345	309^	61v	20v
										B	2.1	7	182	1402	234	171	178	76^	564	176	342	329	369	327	156^	632	275	475	422	447	387	85^	23v
										C	1.9	6	171	1477	266	220	217	92^	603	206	395	376	416	367	195	725	342	528	462	510	415	55^	37v
ATE SHOW-FOX MON-FRI 11.30P 60 FOX 20 104 79 GV 214										A	1.6	5	138	1355	254	202^	195^	139^	611	300	424	398	425	368	142^	459	252	367	319	334	290	91^	101^
										B	1.3	4	113	1340	233	197^	177^	140^	543	266	385	353	376	319	150^	471	266	384	348	372	318	113^	102^
CONT'D										C	1.4	4	127	1425	283	249	219	146^	628	325	473	426	459	393	177^	576	350	476	403	432	362	69^	61^

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

[illegible]

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.







46 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																	
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000																																	
								LOH WORKING		W O M E N										M E N		T E E N S			C H I L D R E N																
								18-49	WOMEN													12-17	12-17	15-17	2-6	2-6	2-6	6-11													
								W/CH	18-49	15-24	TOTAL	18-34	18-49	25-49	25-54	35-54	55+	TOTAL	55+				MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.												
								<3	18+	49	24	34	49	49	54	64	55+	55+	55+				17	17	17	11	11	5	11												
MONDAY-FRIDAY DAYTIME CONT'D																																									
GENERAL HOSPITAL																																									
MON-FRI	3.00P	60	ABC	20	A	7.6	25	670	115	232	194	172	831	343	509	385	441	331	266	247	86	21 <sup>A</sup>	76	58	47 <sup>A</sup>	70	48 <sup>A</sup>	69													
	217	99	DD	213	B	7.3	24	644	112	218	180	160	826	340	507	393	450	332	262	246	83	22 <sup>A</sup>	85	56	48	68	47	69													
	3.00 - 3.30				C	7.8	26	688	122	231	193	162	862	358	535	411	463	338	275	231	86	23 <sup>A</sup>	70	49	43	55	54	45													
	3.30 - 4.00				A	7.5	25	665	121	224	188	172	833	346	515	391	446	334	263	247	85	22 <sup>A</sup>	78	58	49 <sup>A</sup>	71	50	70													
					A	7.6	24	672	111	241	201	172	834	341	506	382	438	331	271	248	88	21 <sup>A</sup>	74	58	45 <sup>A</sup>	69	46 <sup>A</sup>	68													
GROWING PAINS M-F																																									
MON	11.00A	19	ABC	10	A	4.0	16	356	103	180	162	212	527	251	400	290	312	223	105	213	45 <sup>A</sup>	114	198	153	146	186	116	216													
	153	79	CS	10	B	4.0	16	351	98	182	163	198	533	255	401	291	315	221	107	224	47 <sup>A</sup>	104	197	136	131	186	105	213													
	3.00 - 4.00				C	4.0	16	351	98	182	163	198	533	255	401	291	315	221	107	224	47 <sup>A</sup>	104	197	136	131	186	105	213													
TUE-FRI 11.00A																																									
GUIDING LIGHT																																									
MON-FRI	3.00P	60	CBS	19	A	6.0	19	528	92	194	141	157	861	259	421	302	348	367	394	251	109	37 <sup>A</sup>	67	50 <sup>A</sup>	67	77	59 <sup>A</sup>	85													
	209	99	DD	212	B	5.9	19	520	90	220	166	161	876	253	440	325	371	385	390	237	103	39 <sup>A</sup>	81	59	52	68	47 <sup>A</sup>	73													
	3.00 - 3.30				C	6.0	20	533	93	195	144	128	895	235	430	335	383	386	417	257	117	20 <sup>A</sup>	52	43 <sup>A</sup>	37 <sup>A</sup>	52	44 <sup>A</sup>	44 <sup>A</sup>													
	3.30 - 4.00				A	6.0	20	533	95	190	139	156	859	257	422	302	345	367	393	249	110	33 <sup>A</sup>	66	47 <sup>A</sup>	71	78	63 <sup>A</sup>	86													
					A	5.9	19	523	90	198	143	158	863	260	421	303	350	367	395	254	108	41 <sup>A</sup>	69	54 <sup>A</sup>	64 <sup>A</sup>	76	56 <sup>A</sup>	85													
HOME MON																																									
	11.46A	14	ABC	20	A	2.7	10	298	94 <sup>A</sup>	248	203	124 <sup>A</sup>	732	251	454	381	427	379	232	248	64 <sup>A</sup>	52 <sup>A</sup>	99 <sup>A</sup>	68 <sup>A</sup>	84 <sup>A</sup>	120 <sup>A</sup>	65 <sup>A</sup>	139 <sup>A</sup>													
					B	2.8	11	249	106	252	210	136	747	277	471	380	424	356	232	275	68 <sup>A</sup>	39 <sup>A</sup>	94 <sup>A</sup>	57 <sup>A</sup>	79 <sup>A</sup>	110	68 <sup>A</sup>	121													
TUE-FRI 11.30A																																									
HOME(B) MON																																									
	11.30A	16	ABC	1A	A	1.0	4	89	46 <sup>v</sup>	140 <sup>v</sup>	104 <sup>v</sup>	46 <sup>v</sup>	624 <sup>A</sup>	183 <sup>v</sup>	322 <sup>A</sup>	308 <sup>A</sup>	352 <sup>A</sup>	329 <sup>A</sup>	259 <sup>A</sup>	237 <sup>A</sup>	102 <sup>v</sup>	50 <sup>v</sup>	36 <sup>v</sup>	32 <sup>v</sup>	196 <sup>A</sup>	104 <sup>v</sup>	66 <sup>v</sup>	234 <sup>A</sup>													
	49	41	1A																																						
LOVING MON-FRI 12.30P																																									
	177	30	ABC	20	A	3.9	13	344	114	224	199	113	778	317	482	412	442	319	266	251	76 <sup>A</sup>	22 <sup>v</sup>	82 <sup>A</sup>	55 <sup>A</sup>	60 <sup>A</sup>	87 <sup>A</sup>	47 <sup>A</sup>	101													
			DD	213	B	3.7	12	324	12	228	202	138	782	349	509	413	442	304	245	256	76 <sup>A</sup>	31 <sup>A</sup>	84	58 <sup>A</sup>	59 <sup>A</sup>	83	54 <sup>A</sup>	88													
					C	4.0	14	357	141	240	219	139	828	382	563	447	485	322	227	241	61 <sup>A</sup>	18 <sup>A</sup>	44 <sup>A</sup>	33 <sup>A</sup>	64 <sup>A</sup>	57 <sup>A</sup>	72	49 <sup>A</sup>													
NBC NEWS DIGEST-DAYTIME MWF																																									
	2.57P	1	NBC	12	A	4.6	15	405	73 <sup>A</sup>	139	122	195	747	215	415	328	397	362	263	185	55 <sup>A</sup>	54 <sup>A</sup>	180	136	59 <sup>A</sup>	85 <sup>A</sup>	47 <sup>A</sup>	98													
	189	92	N	128	B	4.5	15	394	82	168	144	182	729	216	408	321	376	352	266	256	79	54 <sup>A</sup>	171	125	61 <sup>A</sup>	78	57 <sup>A</sup>	82													
					C	4.5	15	400	74	184	160	164	820	248	444	332	387	370	321	272	95	33 <sup>A</sup>	95	70	37 <sup>A</sup>	51 <sup>A</sup>	47 <sup>A</sup>	41 <sup>A</sup>													
NEW CARD SHARKS MON-FRI 10.30A																																									
	165	30	CBS	20	A	3.3	14	292	92 <sup>A</sup>	155	123	91 <sup>A</sup>	636	178	328	266	325	359	249	334	149	55 <sup>A</sup>	66 <sup>A</sup>	49 <sup>A</sup>	99 <sup>A</sup>	101 <sup>A</sup>	46 <sup>A</sup>	154													
			QP	215	B	3.4	14	298	82 <sup>A</sup>	168	133	76 <sup>A</sup>	636	173	322	269	316	340	266	342	145	52 <sup>A</sup>	59 <sup>A</sup>	44 <sup>A</sup>	102	93	47 <sup>A</sup>	148													
					C	3.1	13	271	77 <sup>A</sup>	134	99	60 <sup>A</sup>	696	176	315	265	318	334	328	412	228	28 <sup>A</sup>	29 <sup>A</sup>	21 <sup>v</sup>	74 <sup>A</sup>	73 <sup>A</sup>	75 <sup>A</sup>	72 <sup>A</sup>													
NEWSBREAK-11.57 MON-FRI 11.57A																																									
	175	2	CBS	20	A	4.8	18	427	67 <sup>A</sup>	122	100	121	714	181	309	220	274	304	351	337	190	43 <sup>A</sup>	66 <sup>A</sup>	47 <sup>A</sup>	94	78 <sup>A</sup>	39 <sup>A</sup>	133													
			N	214	B	5.0	19	443	61	151	119	105	707	169	311	237	286	311	347	340	171	52 <sup>A</sup>	70	49 <sup>A</sup>	93	79	42 <sup>A</sup>	130													
					C	5.0	20	447	65	159	119	76	744	177	317	254	301	305	379	404	206	24 <sup>A</sup>	30 <sup>A</sup>	22 <sup>A</sup>	58	64	64	58													

# 48 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N					
									18-49	18-	WOMEN	15-	18-	18	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.		
									W/CH	18-	15-	18-	18	25-	25-	35-	12-	12-	15-	2-	2-	2-	6-					
#STNS	CVG%	TYPE						<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11	
MONDAY-FRIDAY DAYTIME CONT'D																												
NEWSBREAK-3.44-CONT'D																												
FRI 3.38P 1																												
ONE LIFE TO LIVE					A	7.2	23	638	128	204	178	188	823	375	561	424	464	328	222	234	82	34^	86	67	58	86	59	85
MON-FRI 2.00P 214 98 ABC DD 211					B	6.8	22	603	133	198	172	178	819	368	553	425	469	329	222	240	90	34^	91	64	66	86	61	91
2.00 - 2.30					A	7.1	23	629	129	203	176	188	823	376	565	427	466	329	219	229	83	18^	51	36^	48	61	66	43
2.30 - 3.00					A	7.3	24	647	127	206	179	189	824	374	558	421	462	327	225	238	82	33^	83	66	62	87	64	85
PRICE IS RIGHT 1					A																							
MON 11.00A 210 97 CBS AP 214					B	5.4	21	474	66^	108	85	95	621	147	259	191	232	264	322	353	177	55^	78	40^	108	114	56^	166
TUE-FRI 11.00A 30					C	5.6	22	492	63	139	105	84	632	143	270	212	247	277	328	349	156	56	72	45^	117	102	58	162
						5.1	22	450	66	137	95	73	708	164	291	229	268	296	378	419	218	27^	29^	22^	75	74	74	75
PRICE IS RIGHT 2					A	6.9	26	609	67	105	82	101	655	152	265	189	233	260	346	362	191	52^	70	37^	114	95	53^	155
MON 11.42A 210 97 CBS AP 216					B	7.1	27	632	59	136	102	91	650	148	270	205	243	270	342	361	171	57	68	45	112	99	55	157
TUE-FRI 11.30A 30					C	6.5	27	577	61	141	101	74	721	164	291	228	270	287	389	424	223	26^	29^	22^	71	70	71	69
RYAN'S HOPE					A	2.4	9	213	112^	222	199	139^	742	350	493	413	452	296	209	267	73^	37^	91^	71^	72^	122^	73^	121^
MON-FRI 12.00N 160 80 ABC DD 213					B	2.3	8	205	130	217	197	154	768	372	531	426	458	294	206	279	70^	35^	88^	65^	80^	119^	89^	111^
					C	2.7	10	239	144	240	218	131	819	395	575	473	511	316	205	264	54^	21^	54^	38^	76^	66^	85^	57^
SALE OF THE CENTURY					A	3.2	13	282	58^	135	101^	62^	744	129	242	199	271	290	430	332	141	43^	46^	38^	92^	102^	71^	123
MON-FRI 10.00A 148 81 NBC QG 210					B	3.2	14	286	61^	130	89^	55^	762	128	239	200	268	301	455	337	160	41^	47^	33^	77^	68^	53^	92
					C	3.1	14	275	63^	140	103	51^	780	143	297	258	312	313	428	383	189	19^	28^	20^	51^	52^	57^	46^
SANTA BARBARA					A	4.5	15	399	67^	127	112	203	744	214	401	305	356	340	292	204	65^	64^	183	148	51^	69^	44^	75^
MON-FRI 3.00P 197 97 NBC DD 208					B	4.4	14	386	78	153	133	199	752	218	416	313	360	359	289	235	78	55^	166	132	58^	58^	51^	66^
3.00 - 3.30					C	4.6	16	411	87	171	144	180	813	249	445	327	392	377	303	263	97	31^	114	80	37^	52^	49^	40^
3.30 - 4.00					A	4.5	15	402	69^	120	106	199	733	207	397	301	352	337	284	215	67^	64^	178	143	52^	72^	47^	76^
					A	4.4	14	393	67^	136	119	207	759	222	406	310	362	344	300	194	63^	64^	189	154	49^	66^	42^	74^
SCRABBLE					A	4.2	14	374	52^	118	86^	116	691	139	276	215	278	315	351	312	135	70^	105	88^	76^	94	56^	114
MON-FRI 12.30P 161 83 NBC QG 225					B	4.3	14	377	50^	138	104	108	704	138	292	237	291	321	359	319	144	80	101	90	80	86	60^	106
					C	4.0	14	356	58^	134	100	76	786	145	300	246	302	328	430	344	176	31^	39^	38^	47^	55^	53^	49^
SUPER PASSWORD					A	3.4	12	299	65^	127	103^	112	696	157	294	228	286	267	343	271	112	67^	84^	89^	67^	72^	37^	102^
MON-FRI 12.00N 160 74 NBC QG 210					B	3.4	12	303	56^	131	106	111	690	150	290	231	284	264	348	269	122	73^	102	87	91	91	61^	121
					C	3.4	13	297	66^	118	87	82^	766	155	301	242	291	296	417	324	170	28^	44^	36^	53^	59^	61^	52^
WHEEL OF FORTUNE					A	5.0	20	447	47^	130	97	56^	778	137	277	244	306	335	439	309	156	35^	43^	38^	72^	72^	54^	91
MON 11.00A 205 97 NBC QG 211					B	5.0	20	441	50^	138	105	68	777	145	285	236	295	334	434	311	161	37^	42^	36^	75	72	57^	90
TUE-FRI 11.00A 30					C	5.3	22	470	63	157	111	70	815	159	304	248	310	330	449	348	180	20^	26^	23^	43^	54	60	37^
WIN, LOSE OR DRAW CONT'D					A	4.7	18	416	69^	140	109	129	698	165	332	261	309	319	318	285	97	77	109	96	84	96	62^	118

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PERMISSIBLE USLS

50

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				JUL. 18-24, 1988							
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			WOMEN							MEN		TEENS			CHILDREN																	
									18-49 W/CH		18-49	18-49	15-24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-6	FEM. 2-6	TOT. 2-6	TOT. 6-11												
MONDAY-FRIDAY DAYTIME CONT'D										B	4.6	18	404	71	148	119	130	696	173	341	269	310	324	313	271	98	73	119	90	98	107	83	121								
WIN. LOSE OR DRAW-CONT'D										C	4.2	17	370	87	164	131	103	781	200	374	297	351	337	352	309	126	33^	49^	40^	57^	77	80	55^								
TUE-FRI 11.30A 30 NBC 17										A	8.5	29	751	106	157	131	144	806	268	422	314	367	328	331	246	106	36^	77	51	80	85	63	101								
184 88 QG 223										B	8.3	28	736	96	184	155	141	824	260	427	324	373	342	347	252	109	35	79	53	81	80	68	94								
YOUNG AND THE RESTLESS										C	7.9	29	703	109	191	157	128	867	270	452	343	389	355	368	275	123	19^	36^	30^	50	67	73	44								
MON-FRI 12.30P 60 CBS 20										A	8.2	28	728	102	147	123	141	796	258	409	303	354	325	336	256	112	32^	76	47	82	85	64	103								
212 99 DD 216										A	8.8	29	776	110	166	139	147	814	276	434	324	378	330	326	235	100	39^	78	54	78	84	63	99								
12.30 - 1.00																																									
1.00 - 1.30																																									

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

52 PROGRAM AUDIENCE ESTIMATES (Alpha)

52

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

53

# PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
										15-24	18-49	15-24	18-49	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WEEKEND DAYTIME CHILDREN CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

[illegible]

SAT	12.00N	30	CBS	4	B	4.0	15	352	1479	142	326	254	98	220	243	109	134	148	95	690	373	318	256	435	234	201	228	207
	170	85	CA	27	C	3.2	11	285	1545	150	371	283	102	254	240	119	122	140	100	680	359	321	280	399	220	179	196	203

JUL. 18-24, 1988

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

60 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			TOT. WORK. PERS. (2+)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS		CHD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000		WOM. 18+	W O M E N				M E N										TOT. 12-17	MALE 12-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
											18-24	25-34	35-44	45-54	TOTAL	18-24	25-34	35-44	45-54	55+	18-24	25-34	35-44	45-54			55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

A=CURRENT REPORT    B=QUARTER AVERAGE    C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

62

# PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 18-24, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				T E E N S		CHD
DAY	TIME	DUR	NET	OF	NO. T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM. (2+) 18+		W O M E N					M E N										T E E N S										
											18-	18-	18-	21	21-	25-	25	35-	TOT. MALE	TOT.																
#STNS	CVG%	TYPE								18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12-	12-	2-								
WEEKEND DAYTIME SPORTS CONT'D																																				
U.S. WOMEN'S OPEN-SUN(S)-CONT'D																																				
	3.30	-	4.00	210	98	SE																														
	4.00	-	4.30				A	2.2	7	195	1297	138^	488	129^	488	201^	684	22v	115^	266^	677	260^	288^	244^	272^	339	390	28v	12v	97^						
	4.30	-	5.00				A	2.6	8	230	1327	160^	557	153^	556	211^	700	17v	102^	214^	687	200^	240^	197^	237^	332	446	17v	4v	52v						
	5.00	-	5.30				A	2.5	8	222	1353	184^	545	145^	545	190^	747	30v	123^	235^	733	221^	262^	205^	245^	318	472	29v	5v	32v						
	5.30	-	6.00				A	2.6	8	230	1346	148^	481	124^	481	163^	816	21v	154^	262^	797	243^	286	241^	284	323	511	21v	<<	29v						
							A	2.9	8	257	1439	223^	622	227^	586	232^	749	39v	185^	254	711	217^	263	215^	262	260	448	23v	8v	44v						

JUL. 18-24, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS	
DAY	TIME	DUR	NET	NO.	KEY	AVG.	SH	AVG.	TOT. WORK- PERS	ING WOM.	W O M E N										M E N										TOT. 12- 17			
#STNS	CVG%	TYPE	T/C	AUD. %		%	AUD. 0,000	(2+)			18+	18-	18-	25-	25-	35-	18-	18-	21-	25-	25-	35-												
WEEKEND DAYTIME OTHER																																		
BUSINESS WORLD SUN	10.00A 122	30	ABC N	4 37	A B C	1.4 1.4 1.2	5 5 4	124 122 108	1297 1361 1312	229A 183A 186A	574 634 595	107V 132A 125A	199A 249A 251	574 601 585	198A 206A 223A	296A 268 260	283A 279 274	278A 322 307	629 616 611	193A 183A 159A	285A 282 297	628 597 598	283A 263 284	265A 225A 258	343A 296 326	261A 262 298	267A 263 246	56V 58V 32V						
FACE THE NATION SUN	10.30A 154	30	CBS CC	4 44	A B C	2.6 2.5 2.4	11 10 8	230 222 211	1409 1331 1312	225A 210 211	695 649 656	120A 125A 104A	222A 238 221	695 640 647	184A 202 192	274A 253 235	333 306 293	383 360 392	641 576 574	136A 154 132	248A 244 257	634 564 563	242A 232 246	226A 211 221	290 320 264	262 251 247	263 286 275	31V 43A 26V						
HEALTH SHOW SAT	12.30P 150	30	ABC N	3 32	A B C	1.6 1.7 1.8	6 6 6	142 148 156	1481 1396 1373	203A 203A 218	674 565 590	237A 223A 208	426A 338 335	642 542 566	366A 260 257	403A 313 317	286A 211A 263	212A 175A 194	342A 342 390	83V 141A 163	183A 223A 260	340A 337 373	181A 218A 243	145A 184A 209	188A 201A 237	196A 152 169	116V 103A 102A	143A 157A 127A						
MEET THE PRESS SUN	9.30A 164	30	NBC CC	3 42	A B C	2.0 2.4 2.1	9 10 8	177 213 190	1389 1332 1323	237A 231 195	718 673 652	206A 125A 132A	327A 259 230	702 658 641	308A 223 197	323A 261 243	213A 297 258	375 375 376	509 549 547	70V 137A 147	189A 245 255	508 522 531	188A 219 239	178A 204 216	213A 264 269	260A 280 249	285A 243 238	16V 34V 41A						
SUNDAY MORNING SUN	9.00A 185 9.00 - 9.30	90 96	CBS N	4 44	A B C A	3.7 3.6 3.9 3.0	17 17 16 16	328 319 343 266	1263 1331 1322 1192	277 237 226 242	716 701 671 658	108A 122 109 77A	278 280 247 231A	709 698 666 658	252 249 221 212A	322 300 273 282	384 340 320 351	367 370 370 357	469 543 563 460	110A 131 119 113A	201 252 263 191A	463 537 557 459	195 246 257 191A	171A 226 236 163A	225 282 285 201A	228 273 291 202A	214 236 251 230A	28V 19V 19A 28V						
9.30 10.00 10.00 - 10.30										A A	4.1 4.1	19 18	363 363	1264 1282	287 284	728 727	111A 124A	289 294	720 717	262 264	335 331	393 390	366 367	466 469	108A 107A	206A 199	406A 457	10.00 187	10.30 167A	11.00 224	11.30 235	12.00 211	12.30 211	
SUNDAY TODAY SUN	8.00A 128 8.00 - 8.30 8.30 - 9.00 9.00 - 9.30	90 89	NBC N	4 44	A B C A A	1.9 1.7 1.8 1.6 2.1 2.1	12 11 10 14 14 11	168 146 162 142 186 186	1285 1216 1246 1200 1260 1315	204A 241 206 159A 178A 254A	719 670 590 699 697 721	86V 128A 141A 63V 80V 104A	319A 317 257 306A	714 661 578 687 697 717	314A 295 222 293A 306A 322A	331A 326 268 308A 327A 336A	391 357 271 415A 377 369	382 323 288 379A 369 379	480 472 529 413A 492 496	53V 100A 163 30V 61V 62V	254A 245 292 193A 276A 266A	465 455 520 412A 473 475	239A 228 283 193A 257A 246A	235A 225 294 191A 247A 245A	245A 250 296 191A 266A 253A	346A 272 264 291A 369 349	216A 202A 187 218A 197A 222A	6V 16V 36V 7V 10V						
THIS WEEK-DAVID BRINKLEY SUN 11.30A 60 ABC 4 203 99 N 37 11.30 - 12.00 12.00 - 12.30										A B C A A	3.1 3.0 3.2 2.7 3.4	11 11 10 239 12	275 266 280 239 301	1305 1343 1340 1343 1314	143A 135 150 137A 151A	631 629 666 651 633	47V 81A 80A 57V 40V	105A 167 178 104A 109A	630 606 654 650 633	103A 137 152 101A 107A	172A 210 186 168A 181A	200A 422 260 481 219	457 422 454 481 451	596 618 582 593 616	90A 124 118 83A 98A	182A 232 249 182A 187A	591 611 571 590 609	177A 225 238 179A 180A	174A 213 218 220A 177A	218A 256 264 238 223	236 257 245 238 241	370 343 287 368 384	33V 41A 36A 41V 29V	



EVE. MON. JUL. 18, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.4	50.8	50.9	51.8	51.6	53.2	54.2	55.5	55.6	57.1	58.0	58.0	57.1	55.2	53.3	51.3

## ABC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← WHY ON EARTH? →				← '88 VOTE: DEM CONV 9:00-MO (9:00-11:16) (PAE) →												
6,200				5,050												
7.0	6.2	*		7.7	*	5.7	5.7	*		5.5	*		5.4	*	5.8	*
13	12	*		14	*	10	10	*		10	*		10	*	11	*
6.4	6.0	7.7		7.7	5.7	5.7	5.6	5.5	5.5	5.4	5.4	6.1				

## CBS TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← BLUE SKIES (PAE) →				← CAMPAIGN '88 CONVENTION MO DEMOCRATIC MONDAY (9:00-11:19) (PAE) →												
7,270				5,400												
8.2	7.4	*		9.1	*	6.1	5.8	*		5.7	*		5.8	*	6.0	*
15	14	*		17	*	11	11	*		10	*		10	*	11	*
7.2	7.5	8.9		9.3	6.2	5.3	5.4	6.0	6.1	5.5	5.7	6.3				

## NBC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← ALF (R) →				← DECISION '88-DEM CONV-MON (8:30-11:11) (PAE) →												
11,160				5,490												
12.6				6.2	6.5	*	6.2	*		6.4	*		5.9	*	5.7	*
24				11	12	*	11	*		11	*		11	*	11	*
11.8	13.3	6.8		6.1	6.2	6.2	6.2	6.6	6.4	5.5	5.5	5.9				

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.8	15.9	16.4	19.5	23.9	25.7	23.5	19.9
SHARE AUDIENCE %	30	31	31	36	42	44	42	38

## SUPERSTATIONS

AVERAGE AUDIENCE	3.3	4.3	4.8	5.3	6.2	6.7	6.0	4.5
SHARE AUDIENCE %	7	8	9	10	11	12	11	9

## PBS

AVERAGE AUDIENCE	1.5	1.7	2.0	2.4	2.5	2.6	2.5	2.5
SHARE AUDIENCE %	3	3	4	4	4	4	4	5

## CABLE ORIG.

AVERAGE AUDIENCE	5.7	7.0	7.5	9.0	10.2	10.8	10.5	9.4
SHARE AUDIENCE %	11	14	14	16	18	19	19	18

## PAY SERVICES

AVERAGE AUDIENCE	2.9	3.3	3.7	4.6	5.5	5.2	5.6	5.6
SHARE AUDIENCE %	6	6	7	8	10	9	10	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.6	50.1	50.9	52.0	51.6	52.6	53.6	55.0	54.5	55.4	56.4	56.4	55.7	54.6	52.4	51.7

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

WHO'S THE BOSS? (R)

FULL HOUSE TUE (R)(PAE)

'88 VOTE:DEM CONV 9:00-TU (9:00-12:03)(PAE)

9,570				9,390			6,910									
10.8				10.6			7.8	6.7	*		7.1	*		7.3	*	7.8
21				20			15	13	*		13	*		13	*	15
10.3	11.2			10.4	10.8	6.9	6.5	7.0		7.1	7.3	7.3	7.3	7.3	8.2	

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

CBS SUMMER PLAYHOUSE  
THE JOHNSONS ARE HOME  
LIMITED PARTNERS (PAE)CAMPAIGN '88: CONVENTION-TU  
DEMOCRATIC-TUESDAY  
(9:00-12:23)(PAE)

4,250							5,940									
4.8	5.3	*		4.2	*	6.7	5.3	*		5.5	*		5.6	*		6.9
9	10	*		8	*	13	10	*		10	*		10	*		13
5.5	5.1	4.3		4.1	5.1	5.5	5.5	5.5	5.5	5.5	5.5	5.8	6.4	7.4		

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

MATLOCK (R)

DECISION '88-DEM CONV-TUE  
(9:00-12:09)(PAE)

8,950							7,710									
10.1	9.4	*		10.8	*	8.7	7.8	*		8.0	*		8.1	*		8.6
19	18	*		20	*	17	15	*		14	*		15	*		16
9.1	9.7		10.6	10.9	7.9	7.8	8.1		7.9	8.3		7.9	8.2		8.9	

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	15.2		15.2		15.2		15.9		20.3		21.4		19.7		17.0
SHARE AUDIENCE %	30		30		29		29		37		38		36		33

**SUPERSTATIONS**

AVERAGE AUDIENCE	3.7		3.6		3.9		4.1		4.5		4.8		4.5		3.5
SHARE AUDIENCE %	7		7		7		8		8		9		8		7

**PBS**

AVERAGE AUDIENCE	1.5		2.3		2.8		3.1		2.9		3.0		2.8		2.1
SHARE AUDIENCE %	3		4		5		6		5		5		5		4

**CABLE ORIG.**

AVERAGE AUDIENCE	6.3		6.8		7.4		8.8		10.0		9.8		9.6		9.0
SHARE AUDIENCE %	13		13		14		16		18		17		17		17

**PAY SERVICES**

AVERAGE AUDIENCE	1.8		2.3		2.6		2.9		5.5		5.7		5.8		4.5
SHARE AUDIENCE %	4		4		5		5		10		10		11		9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-6 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JUL.20, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.9	48.9	48.9	49.7	50.2	51.6	51.7	52.6	52.9	54.4	55.2	55.9	54.8	54.2	53.5	52.3

## ABC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

GROWING PAINS  
(R)

HEAD OF THE  
CLASS  
(R)(PAE)

'88 VOTE:DEM CONV 9:00-WE  
(9:00-11:35)(PAE)

8,950		8,680		6,110												
10.1		9.8		6.9	6.6	*		6.2	*		6.2	*		7.2	*	
20		19		13	13	*		12	*		12	*		13	*	
9.4	10.9	9.6	10.0	6.9	6.2		6.3	6.1	6.1	6.4	7.0	7.5				

## CBS TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← JAKE AND THE FATMAN  
(R)(PAE) →

CAMPAIGN'88:CONVENTION-WE  
DEMOCRAT[C-WEDNESDAY  
(9:00-11:58)(PAE)

7,890				5,940												
8.9	8.5	*		9.3	* 6.7	6.5	*	6.6	*		6.5	*		7.5	*	
17	17	*		18	* 13	13	*	12	*		12	*		14	*	
8.2	8.8	9.3	9.3	6.8	6.3	6.6	6.5	6.5	6.6	7.3	7.7					

## NBC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← DOWN DELAWARE ROAD →

DECISION '88 DEM CONV-WED  
(9:00-11:48)(PAE)

5,140				5,850												
5.8	5.8	*		5.8	* 6.6	5.3	*	5.6	*		6.4	*		7.1	*	
11	11	*		11	* 13	10	*	10	*		12	*		13	*	
6.0	5.6	5.8	5.8	5.3	5.4	5.6	5.6	6.1	6.6	7.1	7.2					

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.6	14.3	14.3	15.6	21.4	23.4	21.0	18.2
SHARE AUDIENCE %	30	29	28	30	40	42	39	34

## SUPERSTATIONS

AVERAGE AUDIENCE	3.3	3.3	3.3	3.4	4.6	5.2	4.5	3.3
SHARE AUDIENCE %	7	7	6	7	9	9	8	6

## PBS

AVERAGE AUDIENCE	1.6	1.9	1.8	2.2	2.6	2.8	2.7	2.7
SHARE AUDIENCE %	3	4	4	4	5	5	5	5

## CABLE ORIG.

AVERAGE AUDIENCE	5.6	6.9	8.3	8.8	10.4	10.4	9.4	9.2
SHARE AUDIENCE %	12	14	16	17	19	19	17	17

## PAY SERVICES

AVERAGE AUDIENCE	1.9	2.3	3.0	3.4	4.6	4.6	5.2	5.1
SHARE AUDIENCE %	4	5	6	7	9	8	10	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	46.3	47.4	47.7	49.0	48.4	50.6	50.6	51.3	51.8	52.7	53.4	54.2	54.2	54.3	53.0	52.1

## ABC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← DIVIDED WE STAND (PAE) →

← '88 VOTE:DEM CONV 9:00-TH (9:00-11:39)(PAE) →

4,250						5,940										
4.8	4.4	*			5.2	* 6.7	5.5	*		6.0	*		7.1	*		7.6
9	9	*			10	* 13	11	*		11	*		13	*		14
4.5	4.3	5.2			5.2	5.6	5.5	5.7		6.2	6.9		7.2	7.5		7.7

## CBS TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← CAMPAIGN '88:CONVENTION-TH DEMOCRATIC-THURSDAY (8:00-11:43)(PAE) →

5,760																
6.5	5.1	*			5.2	*	5.9	*		6.1	*		6.9	*		7.6
13	11	*			11	*	12	*		12	*		13	*		14
5.3	4.9	5.0			5.3	5.9	5.9	5.8		6.3	6.6		7.2	7.4		7.7

## NBC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

BILL COSBY SHOW (R)

← HEART AND SOUL →

← DECISION '88-DEM CONV-THU (9:00-11:37)(PAE) →

13,560			11,430			7,090										
15.3			12.9			8.0	7.2	*		7.1	*		8.1	*		8.6
31			25			15	14	*		14	*		15	*		16
14.2	16.4	13.3	12.5			7.4	6.9	7.1		7.2	7.7		8.5	8.5		8.8

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.0	13.8	14.6	16.4	19.5	20.1	18.0	16.7
SHARE AUDIENCE %	30	29	29	32	37	37	33	32

## SUPERSTATIONS

AVERAGE AUDIENCE	3.1	2.8	3.3	3.7	4.4	4.1	3.6	3.2
SHARE AUDIENCE %	7	6	7	7	8	8	7	6

## PBS

AVERAGE AUDIENCE	1.0	1.8	2.1	2.4	2.7	2.9	2.2	2.1
SHARE AUDIENCE %	2	4	4	5	5	5	4	4

## CABLE ORIG.

AVERAGE AUDIENCE	5.8	6.6	7.6	8.9	10.1	9.7	8.5	7.9
SHARE AUDIENCE %	12	14	15	17	19	18	16	15

## PAY SERVICES

AVERAGE AUDIENCE	2.3	3.0	3.2	3.3	4.2	5.1	6.1	5.5
SHARE AUDIENCE %	5	6	6	6	8	9	11	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	42.8	43.1	43.1	44.2	43.6	45.1	45.9	47.2	47.6	48.4	49.0	49.6	50.1	50.2	49.6	48.3

## ABC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

PERFECT  
STRANGERS  
(R)FULL HOUSE  
(R)MR. BELVEDERE  
(R)MARRIED... DORA  
(R)(PAE)

20/20

7,440	7,530	9,210	8,770	11,870			
8.4	8.5	10.4	9.9	13.4	13.3 *		13.4 *
19	18	22	20	27	27 *		27 *
8.2	8.6	8.2	8.9	10.0	10.7	9.5	10.3
							13.0
							13.7
							14.1
							12.8

## CBS TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← BEAUTY & THE BEAST  
(R)CBS FRIDAY MOVIE  
EDUCATING RITA  
(PAE)

7,440			5,670				
8.4	7.9 *		6.4	7.1 *		6.5 *	6.3 *
19	18 *		13	15 *		13 *	13 *
7.7	8.1	8.8	8.9	7.6	6.7	6.6	6.3
							6.3
							6.2
							5.8
							6.0

## NBC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

<BEST OF TV BLOOPERS-JOKES>  
(R)MIAMI VICE SPECIAL  
(R)← MIAMI VICE  
(R)

7,530			7,530			9,570	
8.5	8.3 *		8.7 *	8.5	8.1 *	8.9 *	10.8
19	19 *		19 *	17	17 *	18 *	22
8.0	8.5	8.9	8.5	8.0	8.2	8.7	9.1
							10.2
							10.6
							11.0
							11.5

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	11.8	12.0	11.9	12.9	14.3	15.6	13.1	10.9
SHARE AUDIENCE %	27	27	27	28	30	32	26	22

## SUPERSTATIONS

AVERAGE AUDIENCE	2.9	3.1	3.2	3.6	4.0	4.2	3.5	2.4
SHARE AUDIENCE %	7	7	7	8	8	9	7	5

## PBS

AVERAGE AUDIENCE	1.2	1.8	2.3	2.1	1.6	1.7	1.2	1.3
SHARE AUDIENCE %	3	4	5	5	3	3	2	3

## CABLE ORIG.

AVERAGE AUDIENCE	4.5	4.8	5.3	5.4	5.8	6.0	5.8	6.1
SHARE AUDIENCE %	10	11	12	12	12	12	12	12

## PAY SERVICES

AVERAGE AUDIENCE	2.1	2.4	2.8	3.0	3.4	3.4	3.4	3.5
SHARE AUDIENCE %	5	5	6	6	7	7	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	37.9	38.6	39.7	40.7	42.0	43.0	43.5	45.0	46.1	47.0	46.8	47.5	46.9	47.2	46.2	45.5	43.0	39.8

**ABC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← SUPERCARRIER (R) →				← OHARA (R)(PAE) →				← HOTEL (R) →			
5,580				5,400				5,050			
6.3	6.0 *			6.5	* 6.1	5.6 *		6.7	* 5.7	5.4 *	5.9 *
14	14 *			15	* 13	12 *		14	* 12	11 *	13 *
6.2	5.9	6.4		6.6	5.5	5.7	6.6	6.8	5.1	5.7	6.1

**CBS TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← KATE & ALLIE FRANK'S PLACE (R) →				← TOUR OF DUTY (R)(PAE) →				← WEST 57TH →			
5,230		4,340		6,650				6,110			
5.9		4.9		7.5	6.7 *			8.2	* 6.9	6.9 *	6.9 *
14		11		16	14 *			17	* 15	15 *	15 *
5.8	5.9	4.9	4.9	6.4	7.0	8.1	8.4	7.0	6.8	6.8	7.0

**NBC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← FACTS OF LIFE (R) →		← 227 (R) →		← GOLDEN GIRLS (R) →		← AMEN (R) →		← HUNTER (R) →			
8,330		10,370		13,820		12,140		13,560			
9.4		11.7		15.6		13.7		15.3	15.3 *	15.3 *	15.3 *
22		26		33		29		33	33 *	33 *	33 *
8.8	10.0	10.8	12.6	15.3	15.9	13.6	13.9	15.1	15.5	15.5	15.0

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	10.9	12.3		10.4	10.8	10.3	10.3	11.0	10.6	9.6
SHARE AUDIENCE %	28	31		24	24	22	22	23	23	23

**SUPERSTATIONS**

AVERAGE AUDIENCE	2.9	3.4	3.0	3.4	3.4	3.6	3.2	2.8	2.4
SHARE AUDIENCE %	8	8	7	8	7	8	7	6	6

**PBS**

AVERAGE AUDIENCE	2.4	2.4	2.6	3.0	2.2	2.7	2.5	1.9	1.4
SHARE AUDIENCE %	6	6	6	7	5	6	5	4	3

**CABLE ORIG.**

AVERAGE AUDIENCE	6.0	5.8	6.0	5.6	4.8	5.2	5.4	4.9	4.5
SHARE AUDIENCE %	16	14	14	13	10	11	11	11	11

**PAY SERVICES**

AVERAGE AUDIENCE	2.7	2.8	4.9	5.2	5.6	4.4	4.4	4.3	3.6
SHARE AUDIENCE %	7	7	12	12	12	9	9	9	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	35.9	34.5	31.6	29.4	26.5	24.0	21.8	20.4	18.5	16.7	15.2	13.7	12.5	11.7

**ABC TV**

(1)

AVERAGE AUDIENCE	{	1,680
(Hhlds (000) & %)	%	1.9
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	1.9

**CBS TV**

AVERAGE AUDIENCE	{	
(Hhlds (000) & %)	%	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

**NBC TV**

← SATURDAY NIGHT → (PAE)  
(11:30-12:48)(PAE)

AVERAGE AUDIENCE	{	5,850
(Hhlds (000) & %)	%	6.6
SHARE AUDIENCE	%	21
AVG. AUD. BY 1/4 HR	%	7.6

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	9.4	7.6	6.7	5.8	5.0	3.9	3.2
SHARE AUDIENCE %	27	25	26	27	28	27	26

**SUPERSTATIONS**

AVERAGE AUDIENCE	2.1	1.9	1.8	1.7	1.4	0.9	0.7
SHARE AUDIENCE %	6	6	7	8	8	6	6

**PBS**

AVERAGE AUDIENCE	1.2	0.9	0.6	0.4	0.3	0.3	0.3
SHARE AUDIENCE %	3	3	2	2	2	2	2

**CABLE ORIG.**

AVERAGE AUDIENCE	4.7	3.9	3.3	2.3	1.8	1.8	1.7
SHARE AUDIENCE %	13	13	13	11	10	13	14

**PAY SERVICES**

AVERAGE AUDIENCE	3.9	3.8	3.6	3.4	3.2	2.7	2.3
SHARE AUDIENCE %	11	12	14	16	18	19	19

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	43.1	44.7	45.3	46.4	47.9	49.6	50.9	52.4	52.9	53.8	55.4	56.7	57.2	57.2	57.2	56.2	50.5	44.2

## ABC TV

	← DISNEY SUNDAY MOVIE → YOUNG HARRY HOODINI, PT. 2 (R)				← MACGYVER → (R)				← ABC SUNDAY NIGHT MOVIE → MOONRAKER (9:00-11:25)(R)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 4,780				6,200				10,720									
SHARE AUDIENCE	% 12	4.9 *			5.8 *	7.0	6.3 *		7.7 *	12.1	10.7 *		11.7 *		12.7 *		12.8 *	12.8 *
AVG. AUD. BY 1/4 HR	% 4.8	5.0	5.7	6.0	6.1	6.6	7.6	7.9	10.4	11.0	11.4	12.1	12.6	12.7	12.8	12.8	12.9	12.5

## CBS TV

	← 60 MINUTES →				← MURDER, SHE WROTE → (R)				← CBS SUNDAY MOVIE → SIN OF INNOCENCE (R)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 12,850				12,230				11,870									
SHARE AUDIENCE	% 14.5	13.9 *			15.0 *	13.8	13.3 *		14.3 *	13.4	12.2 *		13.0 *		14.1 *		14.5 *	
AVG. AUD. BY 1/4 HR	% 12.9	14.8	14.9	15.2	13.2	13.4	14.4	14.1	12.2	12.2	12.8	13.3	14.0	14.2	14.5	14.5		

## NBC TV

	← RAGS TO RICHES → (R)				← FAMILY TIES → (R)		← MY TWO DADS → (R)		← NBC SUNDAY NIGHT MOVIE → THE DELIBERATE STRANGER, PT. 1 (R)									
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 5,230				8,510		8,150		12,580									
SHARE AUDIENCE	% 5.9	5.7 *			6.1 *	9.6	9.2		14.2	12.8 *		14.2 *		14.4 *		15.2 *		
AVG. AUD. BY 1/4 HR	% 5.6	5.7	5.8	6.4	9.1	10.0	8.9	9.6	12.1	13.6	14.0	14.4	14.3	14.4	15.2	15.2		

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	11.9		12.8		13.1		12.8		10.7		10.1		9.1		7.7		5.9	
SHARE AUDIENCE %	27		28		27		25		20		18		16		14		12	

## SUPERSTATIONS

AVERAGE AUDIENCE	2.8		3.1		2.7		2.7		2.2		2.4		2.0		1.7		1.7	
SHARE AUDIENCE %	6		7		6		5		4		4		3		3		4	

## PBS

AVERAGE AUDIENCE	2.0		2.1		2.2		2.9		2.1		2.0		2.1		1.7		1.1	
SHARE AUDIENCE %	5		5		5		6		4		4		4		3		2	

## CABLE ORIG.

AVERAGE AUDIENCE	4.5		4.0		3.7		3.6		4.6		4.8		4.9		5.0		3.2	
SHARE AUDIENCE %	10		9		8		7		9		9		9		9		7	

## PAY SERVICES

AVERAGE AUDIENCE	3.5		2.7		3.8		4.5		5.4		5.9		6.0		5.9		5.3	
SHARE AUDIENCE %	8		6		8		9		10		11		10		10		11	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	36.3	32.4	28.1	25.4	22.3	20.2	17.6	16.0	13.7	12.4	10.7	9.5	8.9	8.4

**ABC TV**

(1)

AVERAGE AUDIENCE (HHlds (000) & %)	{	1,240
SHARE AUDIENCE	%	1.4
AVG. AUD. BY 1/4 HR	%	8
		1.4

**CBS TV**CBS  
SUNDAY  
NEWS

AVERAGE AUDIENCE (HHlds (000) & %)	{	2,220
SHARE AUDIENCE	%	2.5
AVG. AUD. BY 1/4 HR	%	2.5

**NBC TV**

(2) (PAE)

AVERAGE AUDIENCE (HHlds (000) & %)	{	1,950
SHARE AUDIENCE	%	2.2
AVG. AUD. BY 1/4 HR	%	6
		2.2

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.0	5.1	4.7	3.1	2.6	2.1	1.6
SHARE AUDIENCE %	17	19	22	18	20	21	19

**SUPERSTATIONS**

AVERAGE AUDIENCE	1.4	1.3	1.5	1.3	1.1	0.8	0.6
SHARE AUDIENCE %	4	5	7	8	8	8	7

**PBS**

AVERAGE AUDIENCE	1.1	0.9	0.6	0.4	0.2	0.1	0.1
SHARE AUDIENCE %	3	3	3	2	2	1	1

**CABLE ORIG.**

AVERAGE AUDIENCE	3.3	2.8	2.2	1.7	1.5	1.3	1.3
SHARE AUDIENCE %	10	10	10	10	11	13	15

**PAY SERVICES**

AVERAGE AUDIENCE	4.7	4.4	3.7	3.6	3.1	2.6	2.1
SHARE AUDIENCE %	14	16	17	21	24	26	24

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WEEKEND REPORT-SUN, ABC, (12:00-12:15)  
 (2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

A-20 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL.18-22,1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.5	8.5	10.1	11.9	13.8	15.5	16.6	17.5	18.8	20.2	21.1	21.8	22.3	23.3	24.1	24.4	23.0	23.7

## ABC TV

(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	960	1,630	2,850	2,960	
SHARE AUDIENCE	1.1	1.8	3.2	3.3	
AVG. AUD. BY 1/4 HR	1.1	1.8	3.2	3.3	3.3

## CBS TV

	CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	FAMILY FEUD
AVERAGE AUDIENCE (Hhlds (000) & %)	760		1,790		1,970	2,750
SHARE AUDIENCE	0.9		2.0		2.2	3.1
AVG. AUD. BY 1/4 HR	0.8	0.9	2.0	2.1	2.2	2.9

## NBC TV

	NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)	SALE OF THE CENTURY
AVERAGE AUDIENCE (Hhlds (000) & %)	1,510	3,530	3,850	2,820
SHARE AUDIENCE	1.7	4.0	4.3	3.2
AVG. AUD. BY 1/4 HR	1.5	3.9	4.3	2.9

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.5	2.3	3.6	5.0	6.0	6.7	5.7	5.9	5.8
SHARE AUDIENCE %	18	21	25	29	31	31	25	25	25

## SUPERSTATIONS

AVERAGE AUDIENCE	0.6	0.8	1.2	1.6	2.0	2.2	1.9	2.1	1.9
SHARE AUDIENCE %	7	7	8	9	10	10	8	9	8

## PBS

AVERAGE AUDIENCE	0.1	0.2	0.4	0.6	0.9	1.2	1.5	1.5	1.2
SHARE AUDIENCE %	1	2	3	3	5	6	6	6	5

## CABLE ORIG.

AVERAGE AUDIENCE	1.1	1.3	1.6	1.8	2.0	2.6	2.9	3.0	2.9
SHARE AUDIENCE %	14	12	11	11	10	12	13	12	13

## PAY SERVICES

AVERAGE AUDIENCE	0.9	0.8	0.9	0.9	1.1	1.3	1.4	1.5	1.5
SHARE AUDIENCE %	12	7	6	5	6	6	6	6	6

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)  
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	24.0	24.6	25.0	25.5	25.5	26.4	27.6	28.5	29.2	30.3	31.7	32.4	31.7	31.8	30.8	31.0	30.5	30.5

**ABC TV**

		GROWING PAINS M-F (PAE)		HOME (PAE)		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →				← ONE LIFE TO LIVE → (PAE)			
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,560		2,380		2,130		3,440		6,180				6,380			
SHARE AUDIENCE	%	4.0		2.7		2.4		3.9		7.0		6.7	*	7.2	*	7.1	*
AVG. AUD. BY 1/4 HR	%	16		10		9		13		22		21	*	23	*	23	*
	%	3.8	4.3	2.9	2.5	2.3	2.5	3.8	4.0	6.5	7.1	7.2	7.3	7.1	7.1	7.3	7.4

**CBS TV**

		NEW CARD SHARKS		PRICE IS RIGHT 1 (PAE)		PRICE IS RIGHT 2 (PAE)		← YOUNG AND THE RESTLESS →				BOLD AND THE BEAUTIFUL		← AS THE WORLD TURNS →			
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,920		4,740		6,090		7,510				4,960		5,990			
SHARE AUDIENCE	%	3.3		5.4		6.9		8.5	8.2	*		8.8	*	6.8	6.7	*	6.7
AVG. AUD. BY 1/4 HR	%	14		21		26		29	28	*		29	*	22	22	*	22
	%	3.2	3.4	5.0	5.7	6.7	7.0	8.1	8.4	8.7	8.8	5.6	5.6	6.7	6.8	6.8	6.7

**NBC TV**

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,560		4,470		4,160		2,990		3,740		7,370				4,710				
SHARE AUDIENCE	%	4.0		5.0		4.7		3.4		4.2		8.3	8.0	*	8.6	* 5.3	5.5	*	5.2	*
AVG. AUD. BY 1/4 HR	%	17		20		18		12		14		26	25	*	27	* 17	18	*	17	*
	%	3.9	4.1	4.9	5.2	4.6	4.8	3.3	3.4	4.1	4.3	7.8	8.2	8.7	8.7	5.8	5.4	5.3	5.7	

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	5.8	5.2	5.5	5.6	6.3	6.0	6.6	6.5	6.5
SHARE AUDIENCE %	24	21	21	20	21	19	21	21	21

**SUPERSTATIONS**

AVERAGE AUDIENCE	2.0	1.9	2.0	1.9	2.2	1.8	1.9	1.9	1.8
SHARE AUDIENCE %	8	7	8	7	7	6	6	6	6

**PBS**

AVERAGE AUDIENCE	1.1	0.9	0.9	0.9	0.9	0.9	0.8	0.7	0.7
SHARE AUDIENCE %	5	3	4	3	3	3	2	2	2

**CABLE ORIG.**

AVERAGE AUDIENCE	3.0	3.1	3.4	3.5	3.3	3.5	3.8	3.9	3.9
SHARE AUDIENCE %	12	12	13	12	11	11	12	13	13

**PAY SERVICES**

AVERAGE AUDIENCE	1.5	1.6	1.4	1.8	1.8	1.6	1.5	1.7	1.6
SHARE AUDIENCE %	6	6	5	6	6	5	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	29.8	30.3	30.7	31.2	31.4	32.7	33.6	34.8	35.6	37.5	38.6	40.6	45.0	46.2	47.1	47.4

**ABC TV**

← GENERAL HOSPITAL → (PAE) →

ABC WORLD  
NEWS TONIGHT

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 6,700  
7.6 7.5 \* 7.6 \*  
% 25 25 \* 24 \*  
% 7.5 7.5 7.6 7.6

7,410  
8.4  
19  
8.2 8.6

**CBS TV**← GUIDING LIGHT  
(PAE) →CBS EVENING  
NEWS-RATHER

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 5,280  
6.0 6.0 \* 5.9 \*  
% 19 20 \* 19 \*  
% 6.1 5.9 6.0 5.9

7,640  
8.6  
19  
8.7 8.6

**NBC TV**

← SANTA BARBARA →

NBC NIGHTLY  
NEWS

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 3,990  
4.5 4.5 \* 4.4 \*  
% 15 15 \* 14 \*  
% 4.6 4.5 4.4 4.5

6,910  
7.8  
17  
7.7 7.9

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	7.2	7.9	8.8	9.4	10.1	11.0	13.3	14.4
SHARE AUDIENCE %	24	26	27	28	28	28	29	30

**SUPERSTATIONS**

AVERAGE AUDIENCE	2.2	2.4	2.8	3.1	3.0	3.1	3.1	3.1
SHARE AUDIENCE %	7	8	9	9	8	8	7	7

**PBS**

AVERAGE AUDIENCE	0.7	0.9	0.9	1.0	0.9	0.9	1.0	1.1
SHARE AUDIENCE %	2	3	3	3	2	2	2	2

**CABLE ORIG.**

AVERAGE AUDIENCE	4.0	4.4	4.6	4.6	4.5	4.8	5.3	5.8
SHARE AUDIENCE %	13	14	14	13	12	12	12	12

**PAY SERVICES**

AVERAGE AUDIENCE	1.4	1.2	1.1	1.1	1.2	1.4	1.8	1.9
SHARE AUDIENCE %	5	4	3	3	3	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.8	7.6	8.5	9.7	11.2	12.7	14.2	16.5	17.9	19.6	20.7	21.4	22.5	24.2	25.1	25.4	25.0	25.6

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

LITTLE WIZARDS	ALL NEW POUND PUPPIES	MY PET MONSTER	FLINTSTONE KIDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS II	BUGS BUNNY/TWEETY SHOW I
1,330	1,950	2,660	3,280	3,630	4,160	4,520
1.5	2.2	3.0	3.7	4.1	4.7	5.1
13	14	16	17	17	19	20
1.4	1.6	2.0	2.4	2.7	3.2	3.6

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,330	2,220	3,100	3,460	4,160	3,190	3,010
1.5	2.5	3.5	3.9	4.7	3.6	3.4
13	16	19	18	20	14	13
1.3	1.6	2.1	2.9	3.3	3.6	3.5

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
2,220	2,750	3,540	3,990	4,080	4,520	3,540
2.5	3.1	4.0	4.5	4.6	5.1	4.0
21	20	21	21	20	20	16
2.2	2.8	3.0	3.3	3.7	4.3	4.5

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	2.0	2.4	2.9	3.7	3.9	4.4	4.6	5.3	5.9
SHARE AUDIENCE %	28	26	24	24	21	21	20	21	23

## SUPERSTATIONS

AVERAGE AUDIENCE	0.8	1.0	1.1	1.6	1.1	0.9	0.9	1.1	1.5
SHARE AUDIENCE %	11	11	9	10	6	4	4	4	6

## PBS

AVERAGE AUDIENCE	0.1	0.3	0.4	0.6	0.8	0.7	0.8	1.1	1.2
SHARE AUDIENCE %	1	3	3	4	4	3	3	4	5

## CABLE ORIG.

AVERAGE AUDIENCE	1.7	2.0	2.2	2.5	2.6	2.8	3.4	4.4	4.3
SHARE AUDIENCE %	24	22	18	16	14	13	15	17	17

## PAY SERVICES

AVERAGE AUDIENCE	1.1	1.3	1.5	1.4	1.9	2.1	2.5	2.1	2.1
SHARE AUDIENCE %	15	14	13	9	10	10	11	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.1	26.5	26.3	26.6	26.0	26.3	25.4	26.0	26.2	27.0	26.9	27.4	27.3	27.5	27.9	28.3	28.6	29.8

## ABC TV

		BUGS BUNNY/TWEETY SHOW (1)	ANIMAL CRACK- UPS	HEALTH SHOW (1)														
AVERAGE AUDIENCE (Hhlds (000) & %)	{	4,610	2,920	1,420	1,590						2,040							
SHARE AUDIENCE	%	5.2	3.3	1.6	1.8						2.3	2.3 *	2.3 *	2.3 *	2.5 *	2.4 *	2.4 *	2.4 *
AVG. AUD. BY 1/4 HR	%	5.3	5.1	3.3	3.3	1.8	1.5	1.6	1.9		2.2	2.3	2.3	2.3	2.4	2.6	2.3	2.4

U.S. WOMEN'S OPEN-SAT

## CBS TV

		DENNIS THE MENACE	TEEN WOLF	GALAXY HIGH SCHOOL														
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,660	3,100	2,920											3,370			
SHARE AUDIENCE	%	3.0	3.5	3.3											3.8	2.7 *		4.0 *
AVG. AUD. BY 1/4 HR	%	3.1	3.0	3.3	3.4	3.7	3.3	3.4							2.5	2.8	3.6	4.4

CBS SPORTS SATURDAY  
BUDWEISER BOXING  
(3:00-4:30)

## NBC TV

		NEW ARCHIES	FOOFUR (PAE)	I'M TELLING														
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,280	2,130	1,680							3,540	4,520						
SHARE AUDIENCE	%	3.7	2.4	1.9							4.0	5.1			4.6 *	5.1 *		4.7 *
AVG. AUD. BY 1/4 HR	%	3.6	3.8	2.4	2.3	2.0	1.9				4.0	4.3	4.5	4.8	5.3	5.0	4.7	4.7

(2) NBC MAJOR LEAGUE BASEBALL  
SAN FRANCISCO VS ST. LOUIS  
MONTREAL VS CINCINNATI  
(MULTI SEGMENT) (PAE)INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.5	6.6	7.2	7.9	9.1	8.7	9.1	9.5	9.5
SHARE AUDIENCE %	25	25	28	31	34	32	33	34	33

## SUPERSTATIONS

AVERAGE AUDIENCE	1.8	2.0	2.0	2.2	2.7	2.0	1.9	2.2	2.5
SHARE AUDIENCE %	7	8	8	9	10	7	7	8	9

## PBC

AVERAGE AUDIENCE	1.3	1.4	1.5	1.5	1.5	1.9	1.5	1.6	1.6
SHARE AUDIENCE %	5	5	6	6	6	7	5	6	5

## CABLE ORIG.

AVERAGE AUDIENCE	4.4	4.6	4.5	5.2	5.5	5.7	6.2	6.3	6.4
SHARE AUDIENCE %	17	17	17	20	21	21	23	22	22

## PAY SERVICES

AVERAGE AUDIENCE	2.3	2.5	2.6	2.5	2.0	2.1	1.9	1.9	2.3
SHARE AUDIENCE %	9	9	10	10	8	8	7	7	8

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WEEKEND SPECIALS, THE RED ROOM RIDDLE, ABC, (1:00-1:30), (R)  
 (2) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (2:00-2:18)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	30.4	30.6	31.4	32.1	32.4	33.4	33.0	33.2	34.3	35.6	36.4	37.4						

**ABC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

← ABC WIDE WORLD-SPORTS SAT TRACK & FIELD →

{	4,080																	
%	4.6	3.5	*		4.8	*		5.3	*		4.9	*						
%	14	11	*		15	*		15	*		14	*						
%	3.4	3.7	4.5		5.0	5.5	5.1	4.8	5.0									

ABC WRLD NEWS  
TONIGHT-SAT

4,250  
4.8  
13  
4.9 4.8

**CBS TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

(1) ← HARTFORD OPEN-CANON-SAT →

{			2,300															
%		4.7	* 2.6		2.5	*		2.5	*		2.8	*						
%		15	* 8		8	*		7	*		8	*						
%	5.2	4.3	2.7		2.4	2.4	2.5	2.7	2.8									

CBS SAT. NEWS-  
SCHIEFFER

4,160  
4.7  
12  
4.4 4.9

**NBC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

← NBC MAJOR LEAGUE BASEBALL  
SAN FRANCISCO VS ST. LOUIS  
MONTREAL VS CINCINNATI  
(MULTI SEGMENT) (PAE) →

{																		
%		5.0	*		5.5	*		5.1	*									
%		16	*		17	*		16	*									
%	4.9	5.0	5.6		5.5	4.9	5.3	5.6										

NBC NIGHTLY  
NEWS-SAT.

5,320  
6.0  
16  
5.9 6.1

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	10.1		10.6		10.9		11.0		10.9		10.9
SHARE AUDIENCE %	33		33		33		33		31		30

**SUPERSTATIONS**

AVERAGE AUDIENCE	2.7		3.1		3.1		3.1		3.3		2.9
SHARE AUDIENCE %	9		10		9		9		9		8

**PBS**

AVERAGE AUDIENCE	1.6		1.5		1.7		2.2		1.9		1.8
SHARE AUDIENCE %	5		5		5		7		5		5

**CABLE ORIG.**

AVERAGE AUDIENCE	6.1		6.9		7.1		6.7		6.5		6.4
SHARE AUDIENCE %	20		22		22		20		19		17

**PAY SERVICES**

AVERAGE AUDIENCE	2.1		2.1		2.1		2.3		2.2		2.4
SHARE AUDIENCE %	7		7		6		7		6		7

U.S. TV HOUSEHOLDS: 88,600,000  
(1) CBS SPORTS SATURDAY, BUDWEISER BOXING, CBS, (3:00-4:30)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.8	6.6	7.1	8.0	9.6	11.4	13.5	15.5	17.3	19.4	20.8	21.7	22.4	22.8	22.2	23.4	24.5	25.7

**ABC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

BUSINESS WORLD

1,240  
1.4  
5  
1.5 1.3

**CBS TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES  
(SUS)

← SUNDAY MORNING →

FACE THE  
NATION

3,280 2,300  
3.7 3.0 \* 4.1 \* 4.1 \* 2.6  
17 16 \* 19 \* 18 \* 11  
2.4 3.6 4.2 4.0 4.3 3.9 2.6 2.6

**NBC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← SUNDAY TODAY →

→ MEET THE PRESS

1,680 1,770  
1.9 1.6 \* 2.1 \* 2.1 \* 2.0  
12 14 \* 14 \* 11 \* 9  
1.4 1.8 2.1 2.2 2.0 2.3 2.1 1.9

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	1.6	2.1	3.3	4.5	5.6	6.7	7.3	8.0	9.5
SHARE AUDIENCE %	26	28	31	31	30	31	32	35	38

**SUPERSTATIONS**

AVERAGE AUDIENCE	0.4	0.7	1.3	1.7	1.9	2.4	2.2	2.3	3.1
SHARE AUDIENCE %	6	9	12	12	10	11	10	10	12

**PBS**

AVERAGE AUDIENCE	0.2	0.4	0.7	1.0	1.1	1.2	1.4	1.2	1.3
SHARE AUDIENCE %	3	5	7	7	6	6	6	5	5

**CABLE ORIG.**

AVERAGE AUDIENCE	1.4	1.8	2.3	3.1	4.0	4.3	4.5	4.4	4.7
SHARE AUDIENCE %	23	24	22	21	22	20	20	19	19

**PAY SERVICES**

AVERAGE AUDIENCE	1.1	1.1	1.3	1.8	2.1	2.5	2.5	3.3	3.6
SHARE AUDIENCE %	18	14	12	12	11	12	11	14	14

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.1	26.5	26.5	27.0	26.9	27.1	26.3	27.5	29.1	30.0	30.3	31.6	31.5	31.9	31.8	32.1	32.4	33.2

**ABC TV**

←THIS WEEK-DAVID BRINKLEY→

AVERAGE AUDIENCE {  
 (Hhlds (000) & %)  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

2,750  
 3.1 2.7 \* 3.4 \*  
 11 10 \* 12 \*  
 2.7 2.8 3.2 3.6

INTERNATIONAL RACE-CHAMP

U.S.  
WOMEN'S  
OPEN-SUN  
(3:30-6:00)

2,220  
 2.5 2.2 \* 2.7 \* 2.6 2.2 \*  
 8 7 \* 9 \* 8 7 \*  
 2.1 2.4 2.7 2.7 2.1 2.3

**CBS TV**

AVERAGE AUDIENCE {  
 (Hhlds (000) & %)  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

2,840  
 3.2 2.8 \* 3.4 \* 3.4 \*  
 10 9 \* 11 \* 10 \*  
 2.7 2.9 3.3 3.4 3.5 3.3

CBS SPORTS SUNDAY  
TOUR DE FRANCE**NBC TV**

AVERAGE AUDIENCE {  
 (Hhlds (000) & %)  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

10.7 10.8 11.1 10.5 11.2 12.3 12.8 13.1 14.0  
 41 40 41 39 38 40 40 41 43

**SUPERSTATIONS**

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

3.4 3.7 3.8 3.9 3.1 3.6 3.6 3.6 3.7  
 13 14 14 14 11 12 11 11 11

**PBS**

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

1.7 1.5 1.2 1.0 1.0 1.1 1.2 1.4 1.5  
 6 6 4 4 3 4 4 4 5

**CABLE ORIG.**

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

4.7 5.4 5.5 5.6 6.3 6.6 6.8 6.6 7.1  
 18 20 20 21 21 21 21 21 22

**PAY SERVICES**

AVERAGE AUDIENCE  
 SHARE AUDIENCE %

3.6 3.1 2.8 2.4 2.6 2.8 2.7 2.1 2.2  
 14 12 10 9 9 9 9 7 7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT		32.7	32.9	33.2	33.3	32.9	33.6	34.8	35.6	37.9	38.6	38.4	39.4					

## ABC TV

**AVERAGE AUDIENCE**  
(Hhlds (000) & %)  
**SHARE AUDIENCE**  
**AVG. AUD. BY 1/4 HR**

U.S. WOMEN'S OPEN-SUN (3:30-6:00)								ABC WORLD NEWS TONIGHT-SUN			
	2.6	*		2.5	*		2.6	*	2.9	*	4.430
	8	*		8	*		8	*	8	*	5.0
2.7	2.6		2.5	2.6	2.6	2.7	2.8	2.9			12
											4.9
											5.1

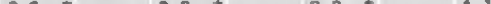
## CBS TV

**AVERAGE AUDIENCE**  
(Hhlds (000) & %)  
**SHARE AUDIENCE**  
**AVG. AUD. BY 1/4 HR**

								<b>HARTFORD OPEN-CANON-SUN</b>				(1)	(2)
								<b>(4:00-6:21)(PAE)</b>					
<b>3,190</b>													
9.6	2.7 *		2.9 *		3.2 *		4.1 *		4,090	1,860			
10	8 *		9 *		10 *		12 *		4.6	2.1			
2.8									11	5			
2.7	2.8		3.0	3.1	3.2	3.6	4.5	6.0	4.6	2.0	2.5		

NBC TV

**AVERAGE AUDIENCE**  
(Hhds (000) & %)  
**SHARE AUDIENCE**  
AVG. AUD. BY 1/4 HR

								NBC NIGHTLY NEWS-SUN
<b>SPORTSWORLD</b>								
2,920								5,670
3.3	2.9 *		3.0 *		3.3 *	4.1 *		6.4
10	9 *		9 *		10 *	12 *		16
2.9	2.9	3.1	3.0	3.2	3.4	3.8	4.3	6.2    6.5

## INDEPENDENTS

(INCL. SUPERSTATIONS)

14.4	14.1	13.8	14.0	12.3	11.8
44	42	42	40	32	30

## SUPERSTATIONS

	AVERAGE AUDIENCE SHARE AUDIENCE %
1990-1991	1.0
1991-1992	1.0
1992-1993	1.0
1993-1994	1.0
1994-1995	1.0
1995-1996	1.0
1996-1997	1.0
1997-1998	1.0
1998-1999	1.0
1999-2000	1.0
2000-2001	1.0
2001-2002	1.0
2002-2003	1.0
2003-2004	1.0
2004-2005	1.0
2005-2006	1.0
2006-2007	1.0
2007-2008	1.0
2008-2009	1.0
2009-2010	1.0
2010-2011	1.0
2011-2012	1.0
2012-2013	1.0
2013-2014	1.0
2014-2015	1.0
2015-2016	1.0
2016-2017	1.0
2017-2018	1.0
2018-2019	1.0
2019-2020	1.0
2020-2021	1.0
2021-2022	1.0
2022-2023	1.0
2023-2024	1.0
2024-2025	1.0
2025-2026	1.0
2026-2027	1.0
2027-2028	1.0
2028-2029	1.0
2029-2030	1.0
2030-2031	1.0
2031-2032	1.0
2032-2033	1.0
2033-2034	1.0
2034-2035	1.0
2035-2036	1.0
2036-2037	1.0
2037-2038	1.0
2038-2039	1.0
2039-2040	1.0
2040-2041	1.0
2041-2042	1.0
2042-2043	1.0
2043-2044	1.0
2044-2045	1.0
2045-2046	1.0
2046-2047	1.0
2047-2048	1.0
2048-2049	1.0
2049-2050	1.0
2050-2051	1.0
2051-2052	1.0
2052-2053	1.0
2053-2054	1.0
2054-2055	1.0
2055-2056	1.0
2056-2057	1.0
2057-2058	1.0
2058-2059	1.0
2059-2060	1.0
2060-2061	1.0
2061-2062	1.0
2062-2063	1.0
2063-2064	1.0
2064-2065	1.0
2065-2066	1.0
2066-2067	1.0
2067-2068	1.0
2068-2069	1.0
2069-2070	1.0
2070-2071	1.0
2071-2072	1.0
2072-2073	1.0
2073-2074	1.0
2074-2075	1.0
2075-2076	1.0
2076-2077	1.0
2077-2078	1.0
2078-2079	1.0
2079-2080	1.0
2080-2081	1.0
2081-2082	1.0
2082-2083	1.0
2083-2084	1.0
2084-2085	1.0
2085-2086	1.0
2086-2087	1.0
2087-2088	1.0
2088-2089	1.0
2089-2090	1.0
2090-2091	1.0
2091-2092	1.0
2092-2093	1.0
2093-2094	1.0
2094-2095	1.0
2095-2096	1.0
2096-2097	1.0
2097-2098	1.0
2098-2099	1.0
2099-2100	1.0
2100-2101	1.0
2101-2102	1.0
2102-2103	1.0
2103-2104	1.0
2104-2105	1.0
2105-2106	1.0
2106-2107	1.0
2107-2108	1.0
2108-2109	1.0
2109-2110	1.0
2110-2111	1.0
2111-2112	1.0
2112-2113	1.0
2113-2114	1.0
2114-2115	1.0
2115-2116	1.0
2116-2117	1.0
2117-2118	1.0
2118-2119	1.0
2119-2120	1.0
2120-2121	1.0

AVERAGE AUDIENCE	4.1	3.5	3.8	3.7	2.9	2.4
SHARE AUDIENCE %	13	11	11	11	8	6

PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

AVERAGE AUDIENCE	1.7	1.7	1.4	1.6	1.5	1.4
SHARE AUDIENCE %	5	5	4	5	4	4

**CABLE ORIG.**

	AVERAGE AUDIENCE	SHARE AUDIENCE %
--	------------------	------------------

AVERAGE AUDIENCE	6.9	6.7	6.2	6.4	5.9	5.4
SHARE AUDIENCE %	21	20	19	18	15	14

## PAY SERVICES

	AVERAGE AUDIENCE SHARE	AUDIENCE %
1	1.0	1.0
2	1.0	1.0
3	1.0	1.0
4	1.0	1.0
5	1.0	1.0
6	1.0	1.0
7	1.0	1.0
8	1.0	1.0
9	1.0	1.0
10	1.0	1.0
11	1.0	1.0
12	1.0	1.0
13	1.0	1.0
14	1.0	1.0
15	1.0	1.0
16	1.0	1.0
17	1.0	1.0
18	1.0	1.0
19	1.0	1.0
20	1.0	1.0
21	1.0	1.0
22	1.0	1.0
23	1.0	1.0
24	1.0	1.0
25	1.0	1.0
26	1.0	1.0
27	1.0	1.0
28	1.0	1.0
29	1.0	1.0
30	1.0	1.0
31	1.0	1.0
32	1.0	1.0
33	1.0	1.0
34	1.0	1.0
35	1.0	1.0
36	1.0	1.0
37	1.0	1.0
38	1.0	1.0
39	1.0	1.0
40	1.0	1.0
41	1.0	1.0
42	1.0	1.0
43	1.0	1.0
44	1.0	1.0
45	1.0	1.0
46	1.0	1.0
47	1.0	1.0
48	1.0	1.0
49	1.0	1.0
50	1.0	1.0
51	1.0	1.0
52	1.0	1.0
53	1.0	1.0
54	1.0	1.0
55	1.0	1.0
56	1.0	1.0
57	1.0	1.0
58	1.0	1.0
59	1.0	1.0
60	1.0	1.0
61	1.0	1.0
62	1.0	1.0
63	1.0	1.0
64	1.0	1.0
65	1.0	1.0
66	1.0	1.0
67	1.0	1.0
68	1.0	1.0
69	1.0	1.0
70	1.0	1.0
71	1.0	1.0
72	1.0	1.0
73	1.0	1.0
74	1.0	1.0
75	1.0	1.0
76	1.0	1.0
77	1.0	1.0
78	1.0	1.0
79	1.0	1.0
80	1.0	1.0
81	1.0	1.0
82	1.0	1.0
83	1.0	1.0
84	1.0	1.0
85	1.0	1.0
86	1.0	1.0
87	1.0	1.0
88	1.0	1.0
89	1.0	1.0
90	1.0	1.0
91	1.0	1.0
92	1.0	1.0
93	1.0	1.0
94	1.0	1.0
95	1.0	1.0
96	1.0	1.0
97	1.0	1.0
98	1.0	1.0
99	1.0	1.0
100	1.0	1.0

AVERAGE AUDIENCE	2.6	3.0	3.6	3.2	3.1	3.7
SHARE AUDIENCE %	8	9	11	9	8	10

U.S. TV HOUSEHOLDS: 88,600,000  
(1) CBS EVENING NEWS-SUNDAY, (PAE), CBS, (6:21-6:30)  
(2) CBS EVENING NEWS-SUNDAY, (B), (PAE), CBS, (6:30-6:51)

For explanation of symbols, See page 8.



SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN  
FOR CHILDRENS PROGRAMS

SATURDAY, JULY 23, 1988

PROGRAM NAME	START TIME	DURA TION	HOUSEHOLDS WITH ANY CHILD:					
			NET	UNDER 18 AA% (0,000)		UNDER 12 AA% (0,000)		UNDER 6 AA% (0,000)
ABC WEEKEND SPECIALS(R)								
1.00PM	30	ABC	3.3	110	3.9	97	3.6	57
ALF-SAT MORN								
10.00AM	30	NBC	9.0	305	9.0	226	9.8	155
ALL NEW POUND PUPPIES								
8.30AM	30	ABC	4.1	138	4.9	122	5.4	86
ALVIN AND THE CHIPMUNKS								
10.30AM	30	NBC	10.4	351	10.9	272	11.6	185
ANIMAL CRACK-UPS								
12.00NN	30	ABC	6.0	204	6.4	160	6.7	106
BUGS BUNNY/TWEETY SHOW I								
11.00AM	30	ABC	9.6	325	10.8	269	9.9	158
BUGS BUNNY/TWEETY SHOW II								
11.30AM	30	ABC	9.8	330	11.0	275	10.9	174
DENNIS THE MENACE								
11.30AM	30	CBS	6.3	213	7.4	184	8.0	127
FLINTSTONE KIDS								
9.30AM	30	ABC	7.2	242	8.4	209	8.1	129
FOOFUR								
12.00NN	30	NBC	5.0	168	5.1	126	4.8	77
FRAGGLE ROCK								
11.00AM	30	NBC	8.0	272	8.4	210	8.7	138
GALAXY HIGH SCHOOL								
12.30PM	30	CBS	6.6	223	7.1	177	6.3	101
GUMMI BEARS								
8.00AM	30	NBC	4.9	167	5.4	135	5.5	87
HELLO KITTY								
8.00AM	30	CBS	2.9	99	3.7	92	4.0	63
I'M TELLING								
12.30PM	30	NBC	3.9	131	4.3	108	4.0	64
LITTLE WIZARDS								
8.00AM	30	ABC	2.7	92	3.1	78	3.7	60
MIGHTY MOUSE								
10.30AM	30	CBS	7.3	247	8.7	218	9.6	153
MUPPET BABIES I								
8.30AM	30	CBS	5.2	177	6.3	156	6.1	97
MUPPET BABIES II								
9.00AM	30	CBS	7.7	259	9.1	227	8.9	142
MUPPET BABIES III								
9.30AM	30	CBS	8.2	278	9.8	245	9.8	155
MY PET MONSTER								
9.00AM	30	ABC	5.8	197	6.7	167	6.4	101

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN  
FOR CHILDRENS PROGRAMS

SATURDAY, JULY 23, 1988

PROGRAM NAME START TIME	DURA TION	HOUSEHOLDS WITH ANY CHILD:						
		NET	UNDER 18 AA% (0,000)		UNDER 12 AA% (0,000)		UNDER 6 AA% (0,000)	
NEW ARCHIES								
11.30AM	30	NBC	7.8	264	8.1	202	8.4	134
PEE WEE'S PLAYHOUSE								
10.00AM	30	CBS	9.3	316	11.5	287	13.2	210
POPEYE & SON								
11.00AM	30	CBS	6.9	232	7.9	198	8.1	129
REAL GHOSTBUSTERS I								
10.00AM	30	ABC	7.5	253	8.1	201	7.2	114
REAL GHOSTBUSTERS II								
10.30AM	30	ABC	8.9	300	9.6	239	8.3	132
SMURFS I								
8.30AM	30	NBC	6.3	211	6.6	166	6.7	107
SMURFS II								
9.00AM	30	NBC	8.0	270	8.4	208	8.1	129
SMURFS III								
9.30AM	30	NBC	8.7	295	9.1	227	9.0	143
TEEN WOLF								
12.00NN	30	CBS	7.0	235	7.7	192	6.9	109

UE: 33810

UE: 24940

UE: 15920

INTAB: 1219

INTAB: 900

INTAB: 557

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:

IFR - BELOW MINIMUM INTAB STANDARDS

<< - BELOW MINIMUM RATING STANDARDS

LT - BELOW MINIMUM PROJECTION STANDARDS